

FIG. 1

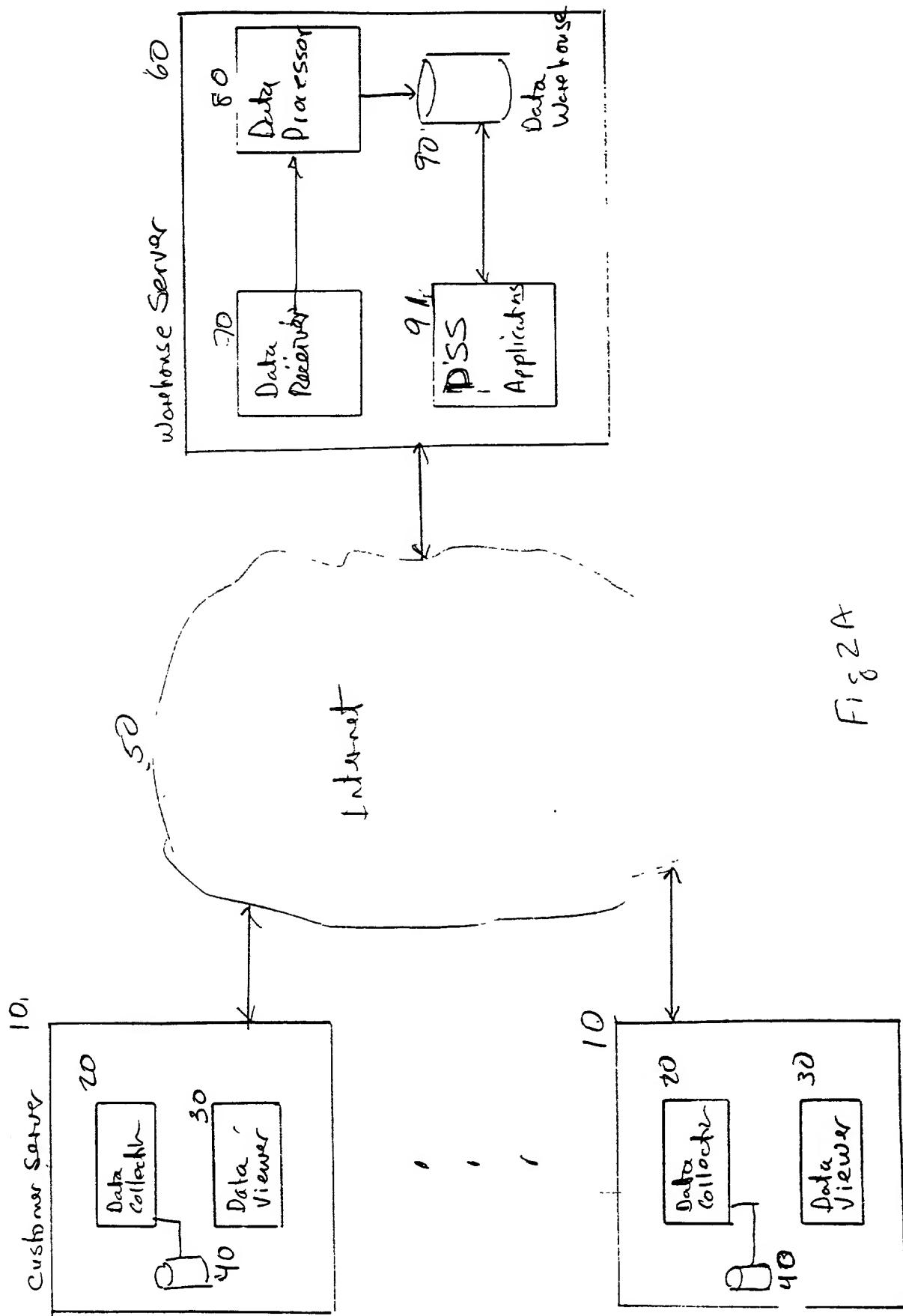


Fig 2A

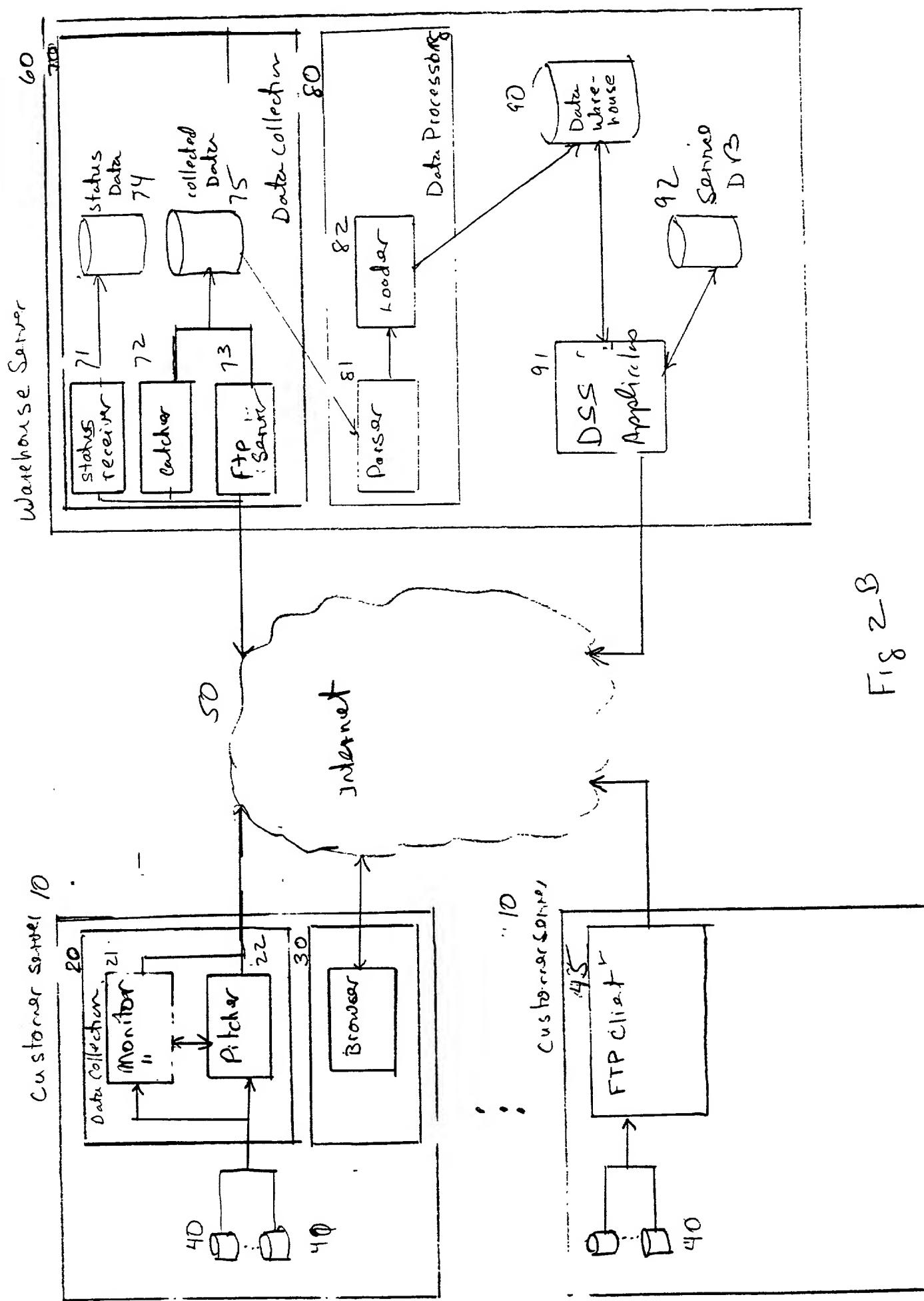


Fig 2-8

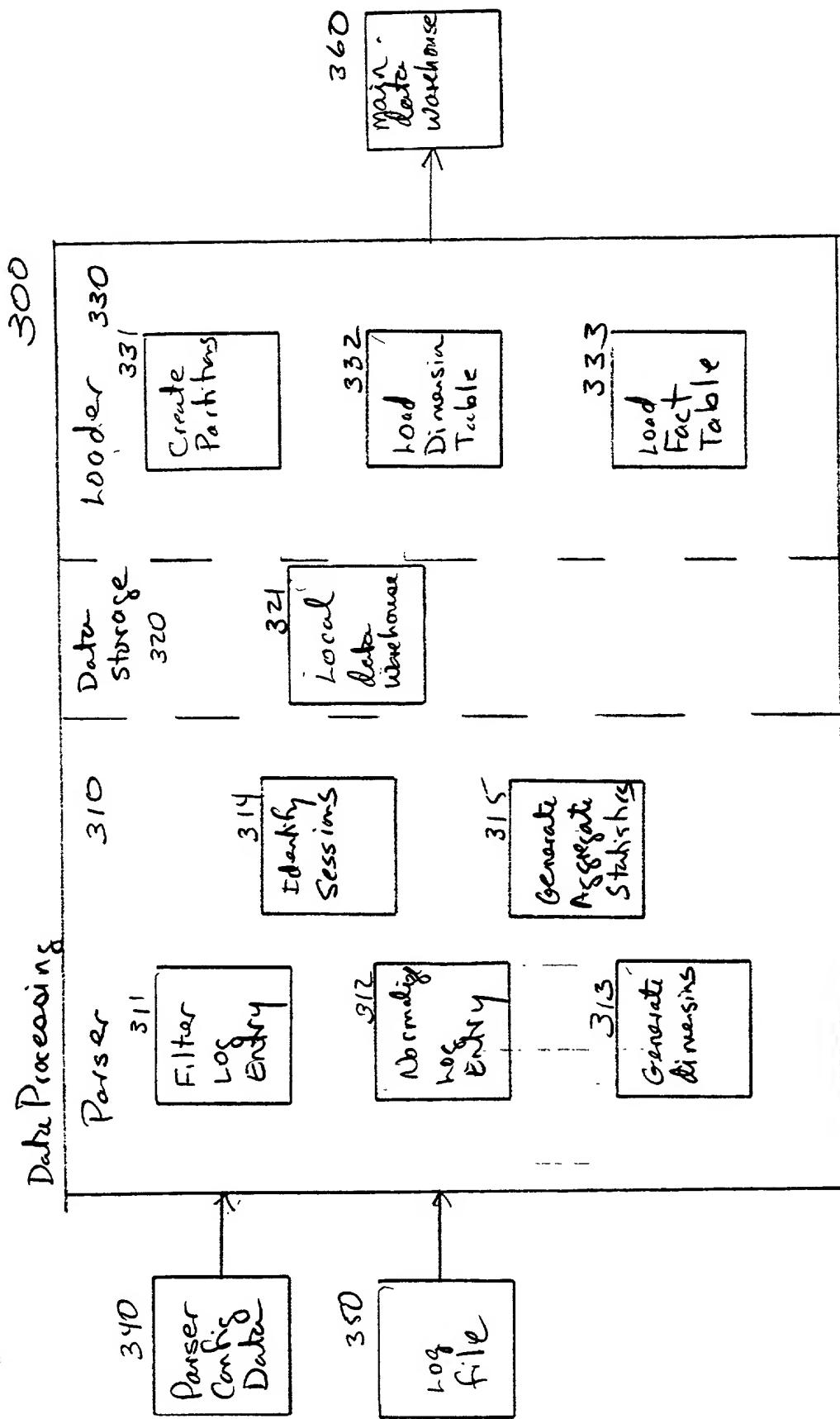
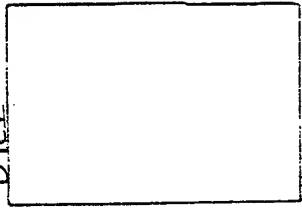
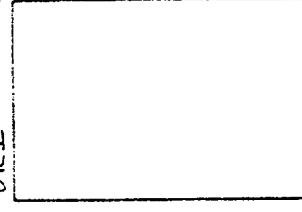


Fig 3

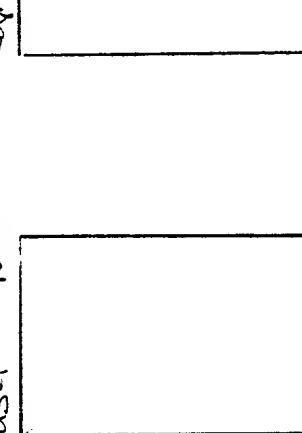
Referer 405



logical Site 403 in the same IP 404



User 402

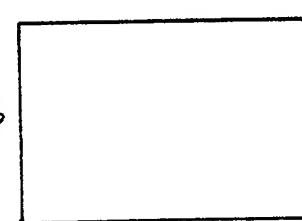


401

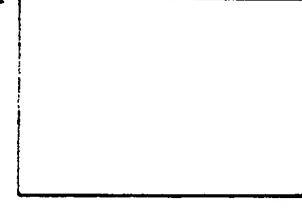
host entry Table

Dimensions	...

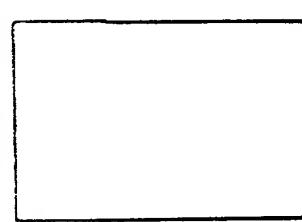
PageType 406



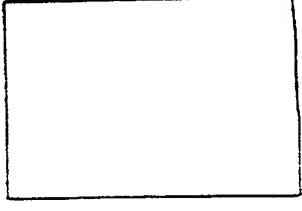
Event 407



EventN 407



QueryString 408



Referer QueryString 409

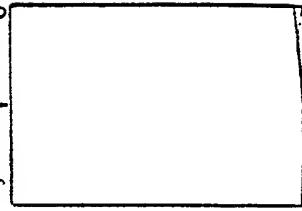


Fig 4

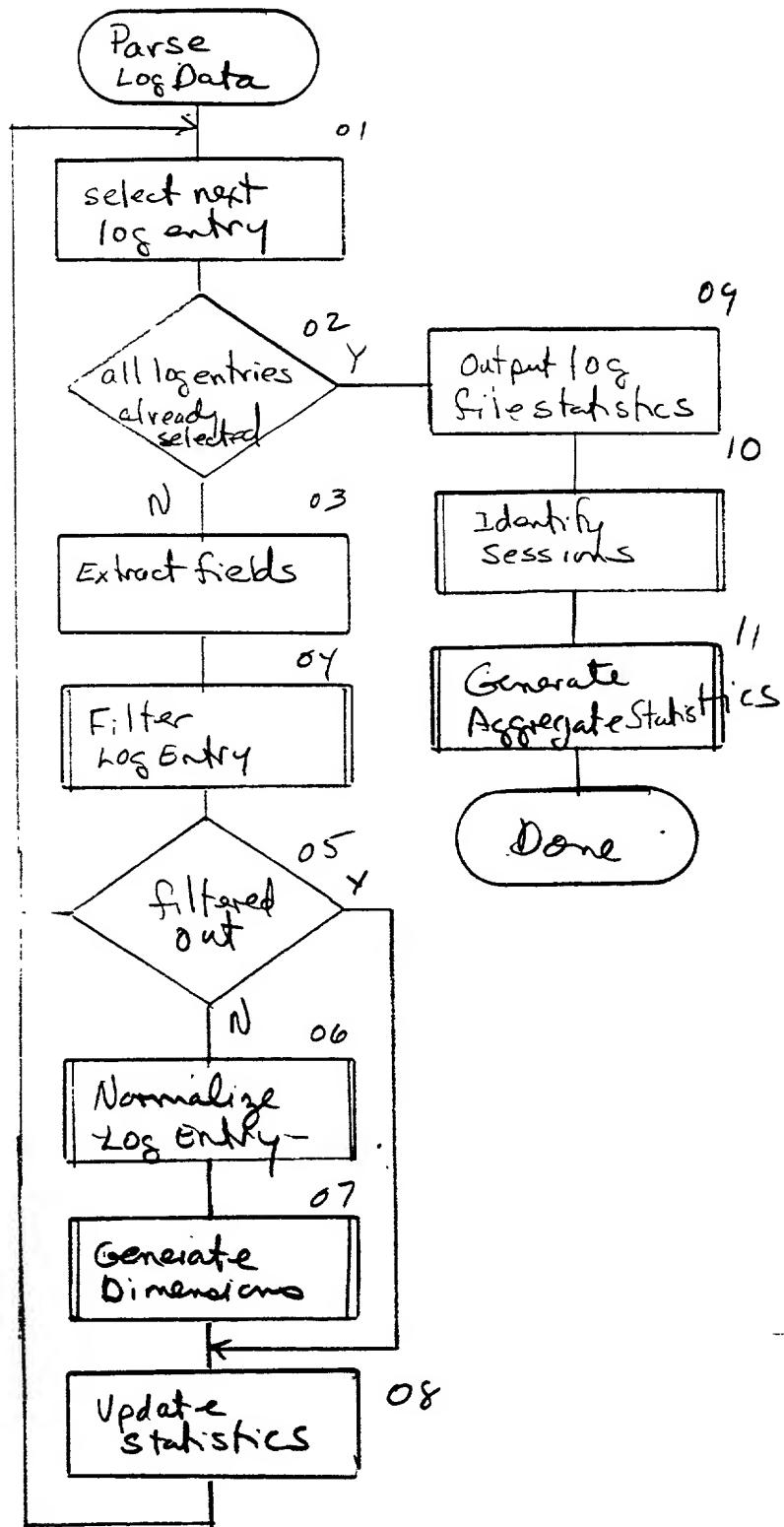


Fig 5

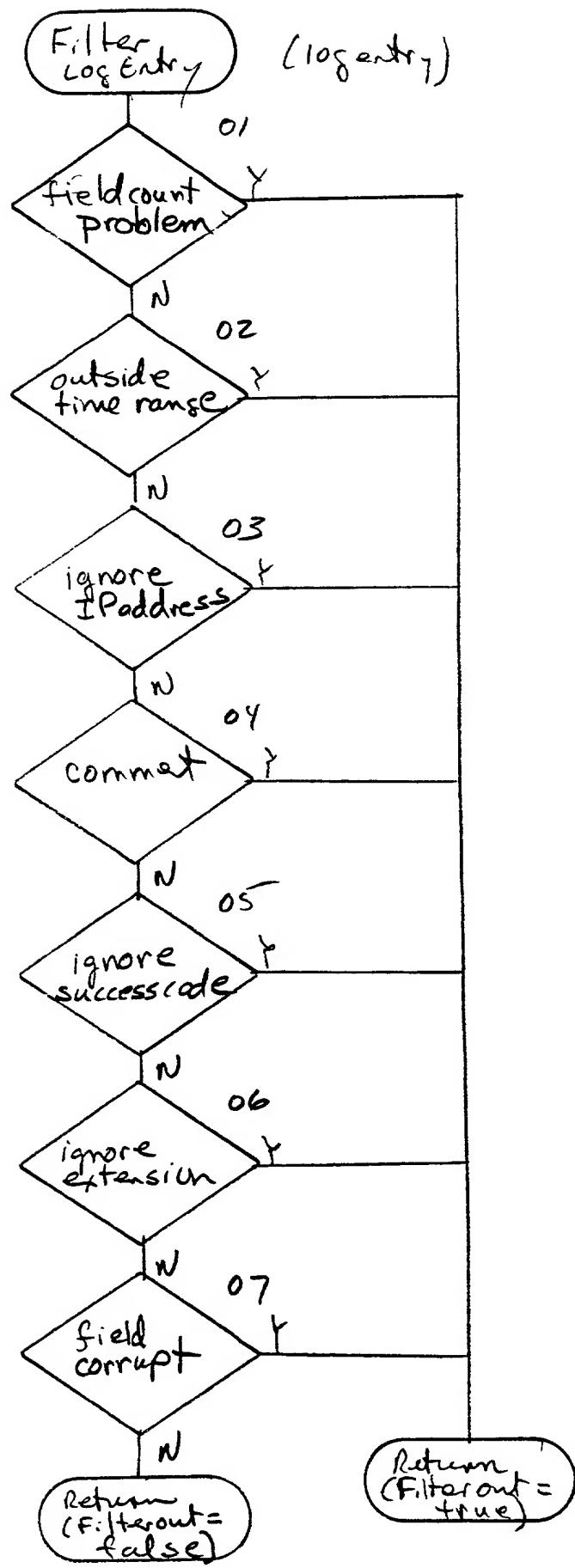


Fig 6

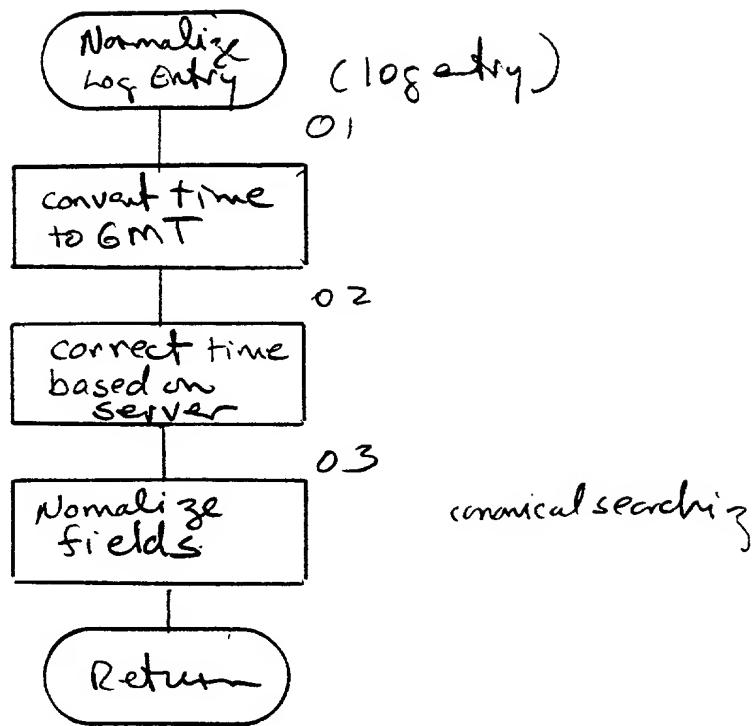


Fig 7

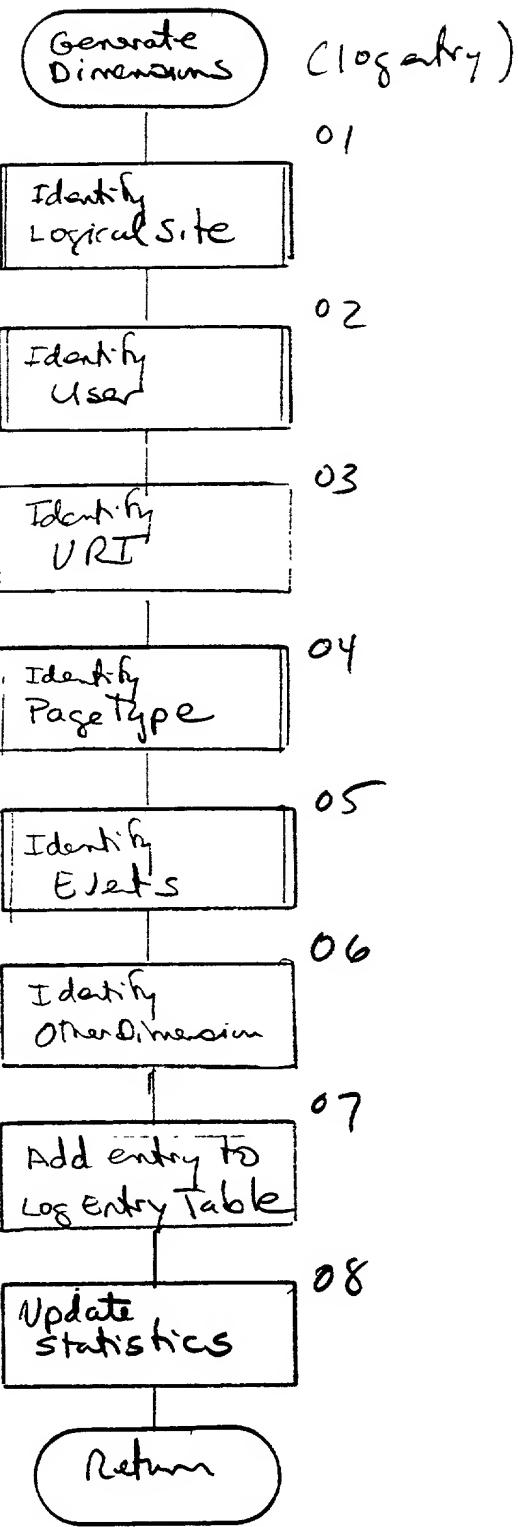


Fig 8

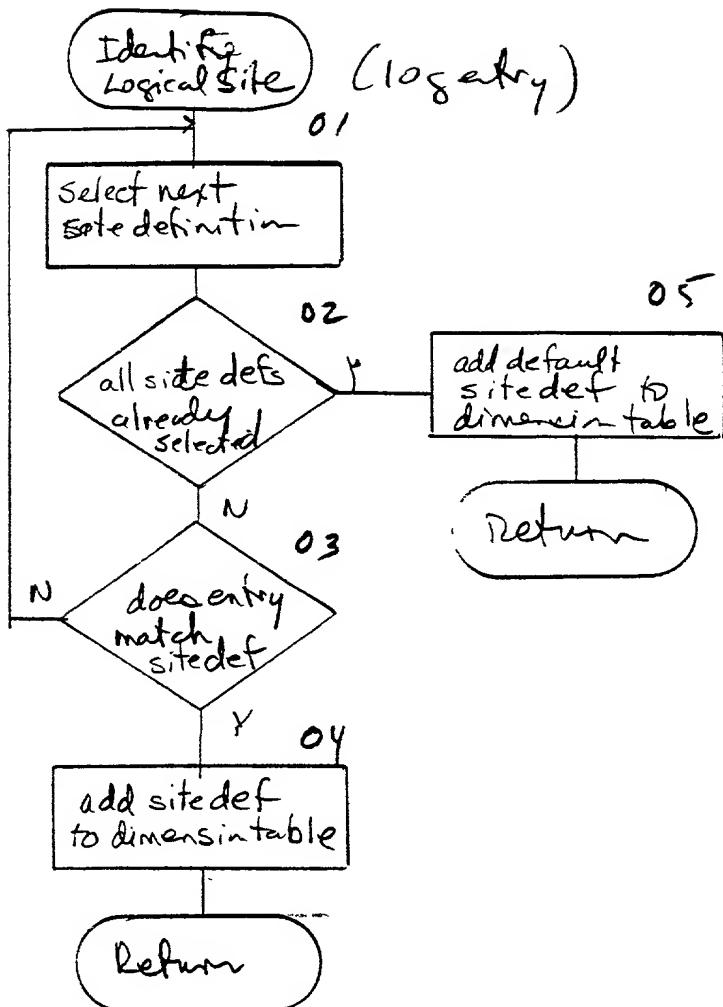


Fig 9

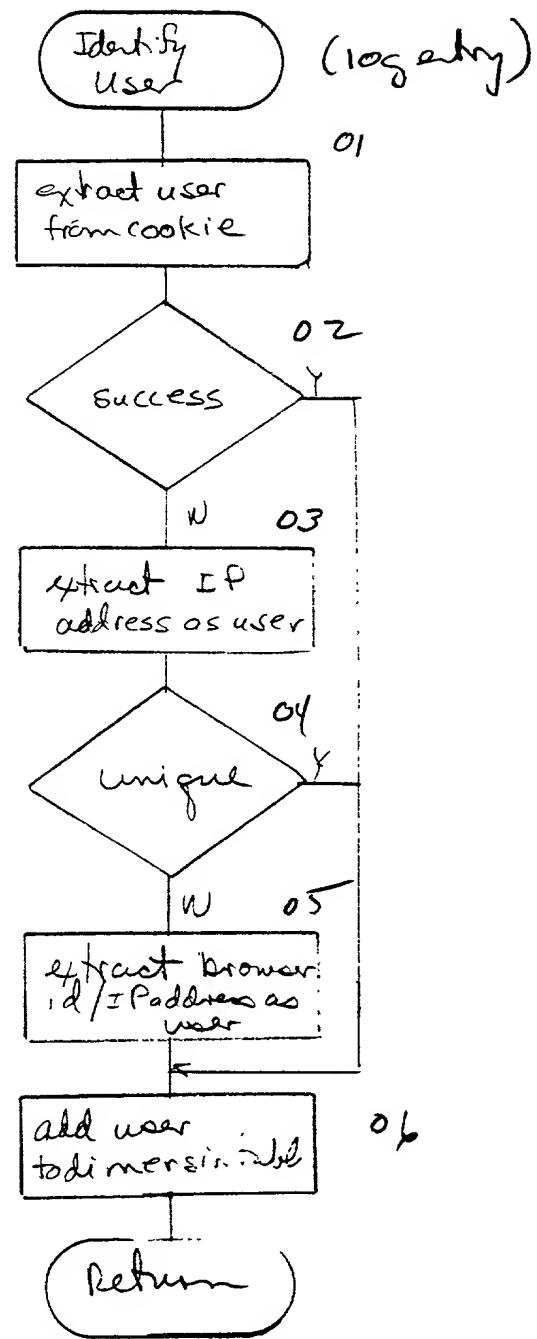


Fig. 10

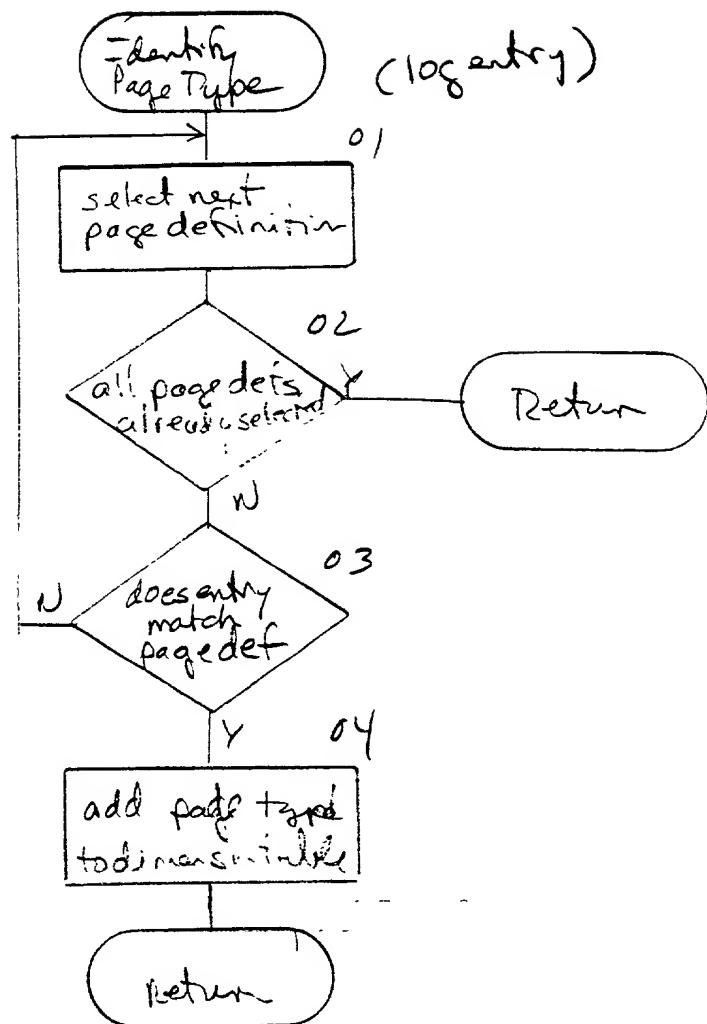


Fig 11

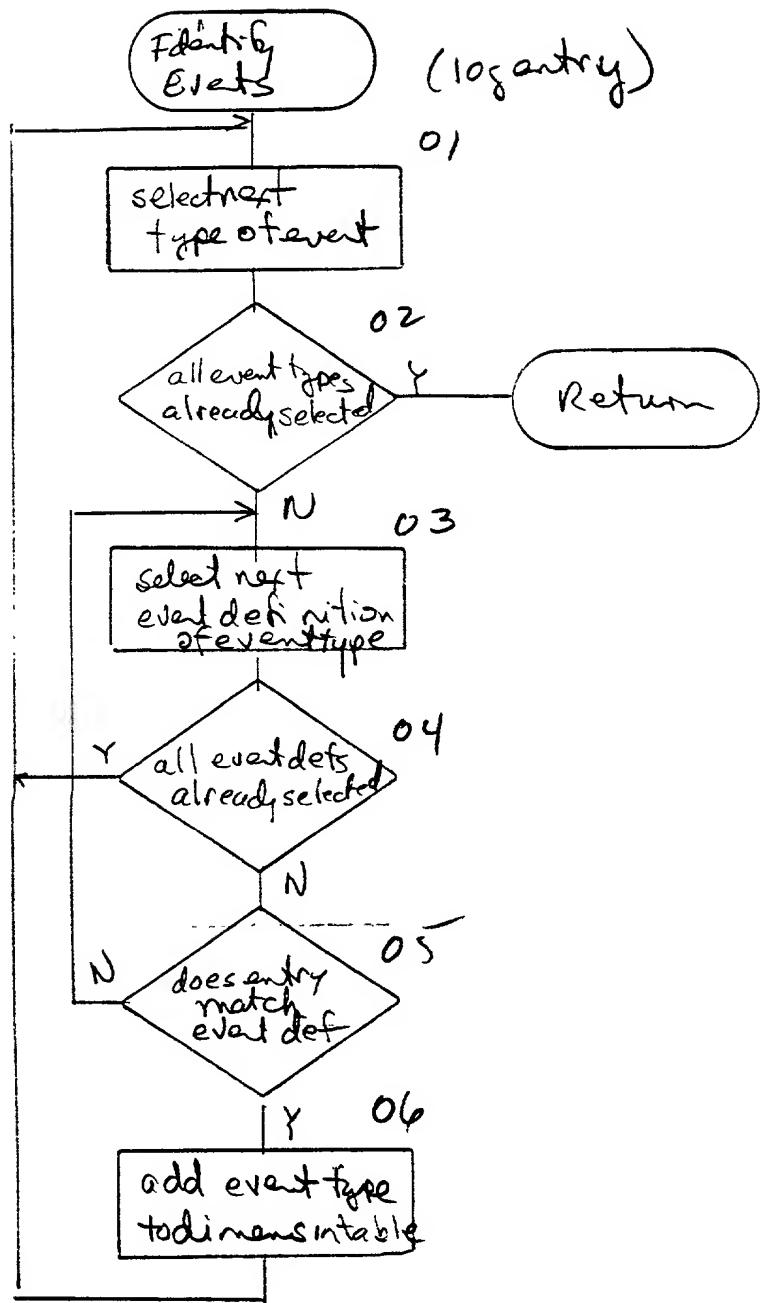


Fig 12

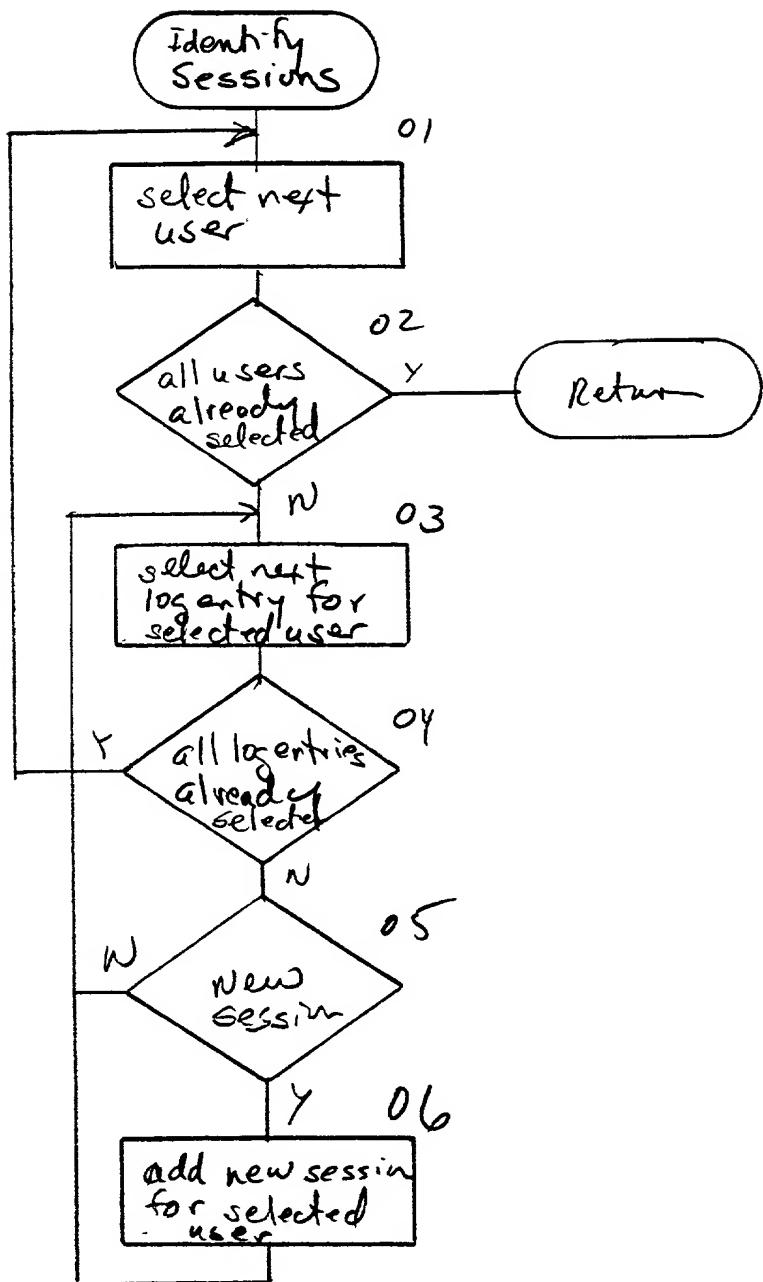


Fig 13

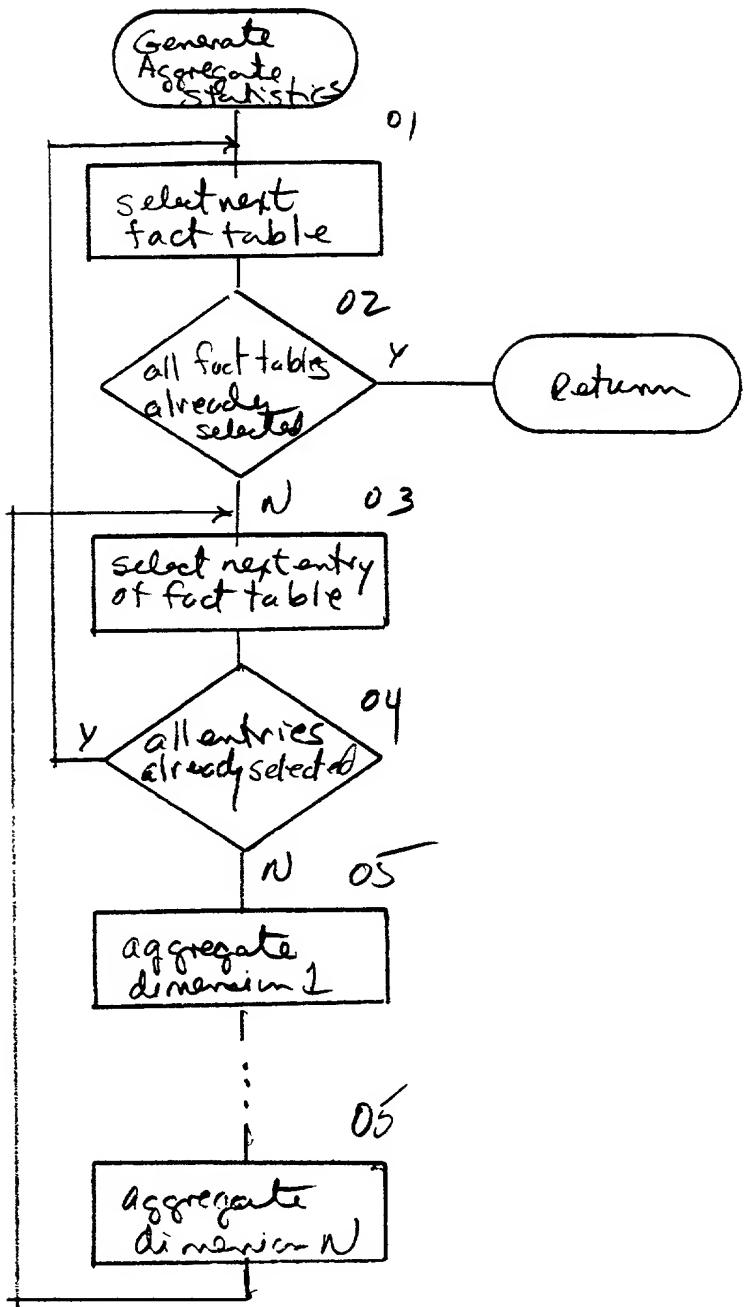


Fig 14

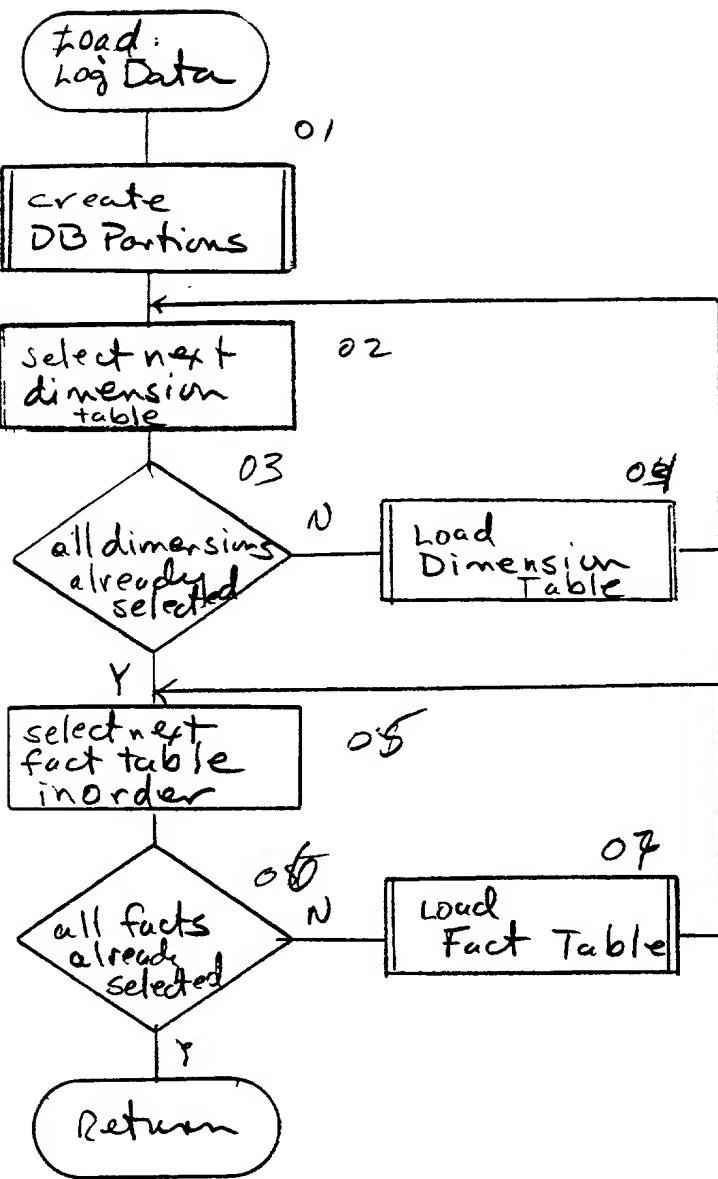


Fig 15

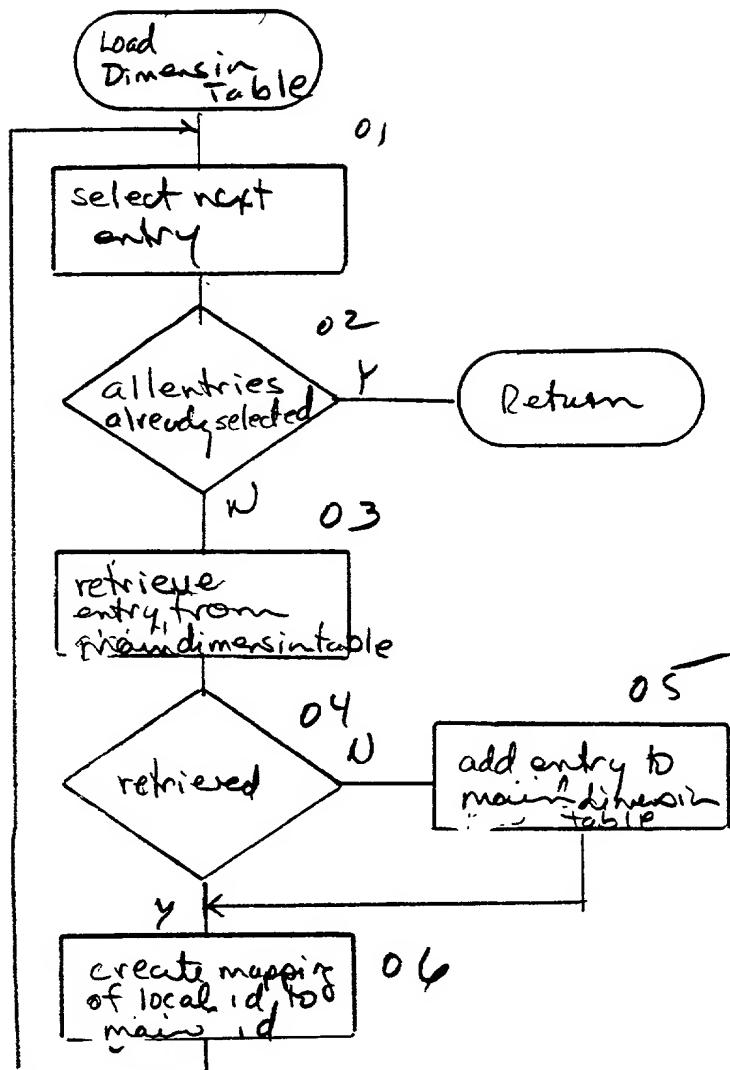


Fig 16

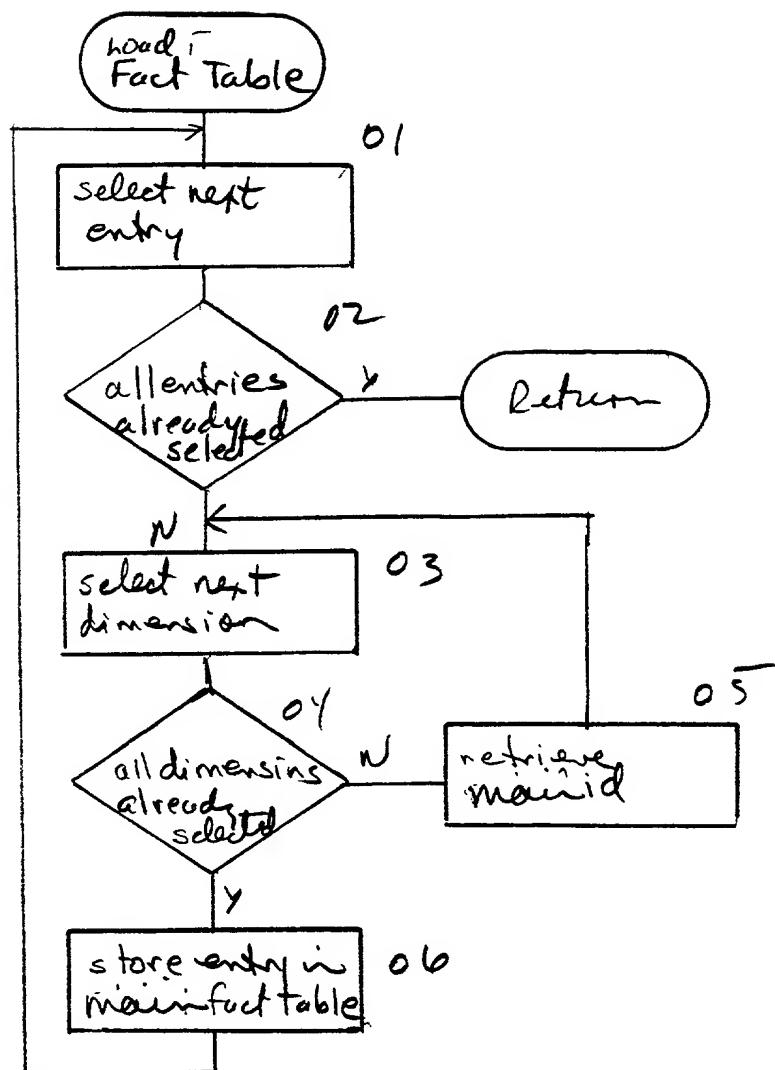


Fig 17

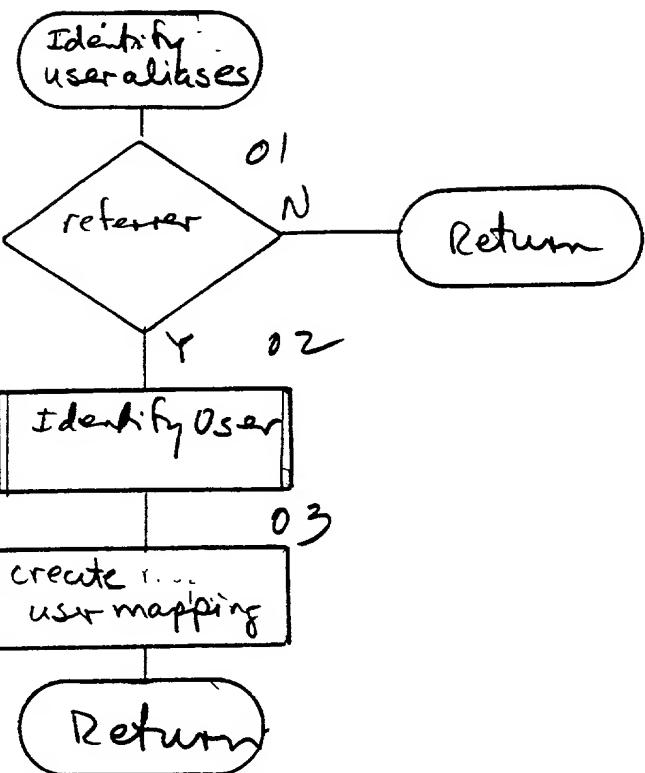


Fig 18

1900?



MAIN | SERVICES | COMPANY | MEDIA CENTER | CUSTOMER
 ↗ 1901 ↗ 1903 ↗ 1905 ↗ 1907 ↗ 1909

1910

Unlock the Power of Your Data

You need to know more about your customers and also your business - and you need to be able to act on that knowledge.

digiMine will uncover valuable business intelligence and enable you to take immediate action by delivering advanced analytics and personalization tools.

digiMine provides you with intuitive reports that have key metrics on customer behavior, site performance, product sales, content consumption, marketing campaign effectiveness, browser to buyer conversion, customer segment identification and much, much more. digiMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

Best of all, our application service provider (ASP) model allows us to provide you with an affordable solution that is quick to deploy and easy to use.

[Learn more »](#)

UPSIDE EVENTS



BEST OF SHOW



Service Ben
See why [digiMine](#) data warehousing mining solution for eBusinesses.

digiMine Co

Do you have a passion for technology, custom and a desire to win? Check out our current [openings](#).

1904

Contact Us

To request additional information about digiMine, please fill out our [information request form](#).

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Fig. 19 A

1901 1903 1905 1907 1909

MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER

service benefits take the quiz how digimine works

1922 1924 1926 1928

digiMine(SM) SERVICES

Overview

Give us a call or visit us at www.digimine.com

digiMine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digiMine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digiMine(SM) Services include:

- 1. [digiMine Warehousing Services](#) ~ 1912
- 2. [digiMine Analytic Services](#) ~ 1914
- 3. [digiMine Data Mining Services](#) ~ 1916
- 4. [digiMine Data Enhancement Services](#) ~ 1918

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The screenshot shows the homepage of the digiMine website. At the top, there is a navigation bar with links for MAIN, SERVICES, COMPANY, MEDIA CENTER, and CUSTOMER. Below the navigation bar, there are three buttons: service benefits, take the quiz, and how digimine works. The main content area features a large image of a hand holding a computer mouse, with the text "digiMine™ SERVICES" and "Overview" overlaid. A sidebar on the left contains the text "1.000.000.000" and "1.000.000.000". The main text in the center discusses data warehousing and mining services.

digiMine™ SERVICES

Overview

Building a comprehensive data warehouse is the first fundamental step in creating strong analytics and personalization. digiMine will take your data from multiple sources including click stream, transaction, product, campaign and user profiles to create a robust data asset.

Our scalable data warehousing infrastructure enables us to build large warehouses that are capable of holding data for the most data intensive businesses, even those as big as the Media Metrix top 50.

- 1. [digiMine Warehousing Services](#)
- 2. [digiMine Analytic Services](#)
- 3. [digiMine Data Mining Services](#)
- 4. [digiMine Data Enhancement Services](#)

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Fig. 19C



MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER

service benefits

take the quiz

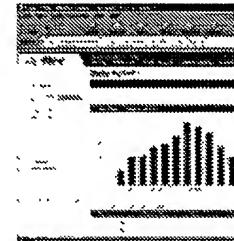
how digimine works

digiMine™ > SERVICES

Overview

[View our services](#)

We provide advanced analytics to you through intuitive, interactive and customizable reports. You can quickly get a top-level view of your customers or you can drill down to specifics 24 hours a day, 365 days a year. We provide you with reports that are relevant and enable you to take action with confidence. Our reports include analytics on:

**Site Usage**

Traffic, Referral, path analysis, key words

Integrated Marketing Campaign Analysis

Online advertising, e-mail, affinity and loyalty programs

Customer Analysis

Demographic, psychographic, recency and frequency

User Action Analysis

RFQ, registration, auction

Shopping Cart Analysis

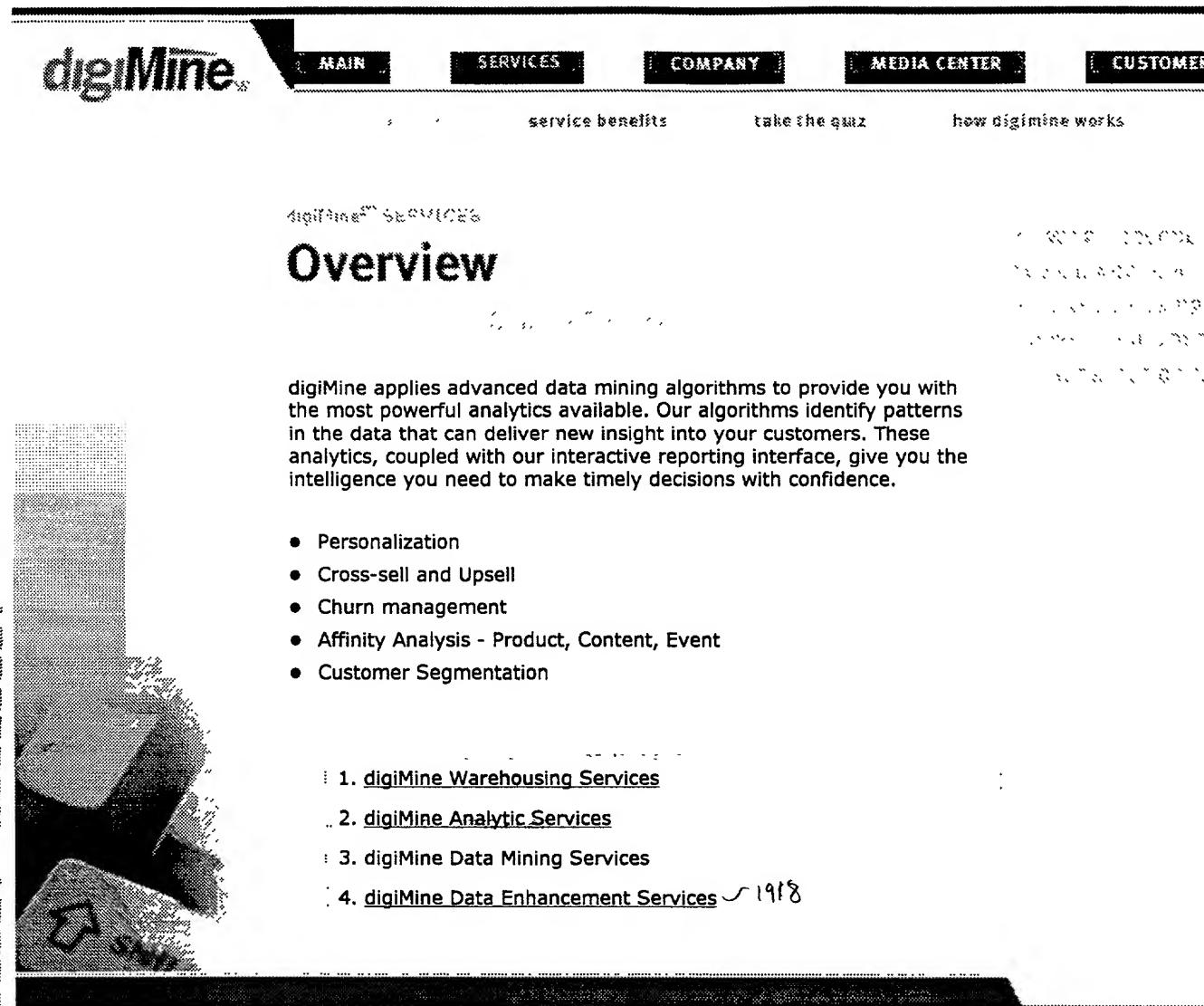
Conversion and abandonment

- 1. [digiMine Warehousing Services](#)
- 2. [digiMine Analytic Services](#)
- 3. [digiMine Data Mining Services](#) ~ 1996
- 4. [digiMine Data Enhancement Services](#) ~ 1998

1.0 RELEASE 1.20501

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Fig. 19 D



The image shows a screenshot of the digiMine Data Mining Services Overview page. At the top, there is a navigation bar with links for MAIN, SERVICES, COMPANY, MEDIA CENTER, and CUSTOMER. Below the navigation bar, there are three buttons: service benefits, take the quiz, and how digimine works. The main content area features a large image of a stack of papers with the text '100 DOCUMENTS' and '12000 RECORDS' overlaid. To the right of the image, the page title 'digiMine™ SERVICES Overview' is displayed. A sub-section title 'Data Mining Services' is shown with a list of services: Personalization, Cross-sell and Upsell, Churn management, Affinity Analysis - Product, Content, Event, and Customer Segmentation. Below this, a list of four services is provided: 1. [digiMine Warehousing Services](#), 2. [digiMine Analytic Services](#), 3. [digiMine Data Mining Services](#), and 4. [digiMine Data Enhancement Services](#). The page footer contains a copyright notice: ©2000 digiMine, Inc. All rights reserved.

digiMine™ SERVICES

Overview

Data Mining Services

- Personalization
- Cross-sell and Upsell
- Churn management
- Affinity Analysis - Product, Content, Event
- Customer Segmentation

- 1. [digiMine Warehousing Services](#)
- 2. [digiMine Analytic Services](#)
- 3. [digiMine Data Mining Services](#)
- 4. [digiMine Data Enhancement Services](#) ✓ 1918

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Fig. 19E



MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER

service benefits

take the quiz

how digimine works

1924

digiMineSM SERVICES

Overview

to see the rest of the site

digiMine^(SM) Data Enhancement Services are helpful tools that make your data more valuable and more usable. These services can also help you reduce marketing costs by correcting addresses and eliminating duplicates.

digiMine^(SM) Address Validation/Correction - digiMine can validate and correct customer addresses using information from the USPS. digiMine's address validation and correction services include: National Change of Address (NCOA), Locatable Address Correction Service (LACS) and Delivery Sequence File (DSF) processing.*

digiMine^(SM) Merge/Purge - digiMine can also merge lists and purge duplicates. This service enables you to eliminate duplicate records and records that map to the same address (householding).

** NCOA, LACS and DSF are trademarks of the United States Postal Service*

- 1. [digiMine Warehousing Services](#)
- 2. [digiMine Analytic Services](#)
- 3. [digiMine Data Mining Services](#)
- 4. [digiMine Data Enhancement Services](#)

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Fig. 19F

digMine

MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER

overview take the quiz how digimine works

2
1926

digimine™ SERVICES

Service Benefits

digiMineSM Services make understanding your customers and your business easy. And we alleviate the frustrations associated with deploying and using a home-grown data warehousing and data mining solution.

Powerful data mining tools
Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

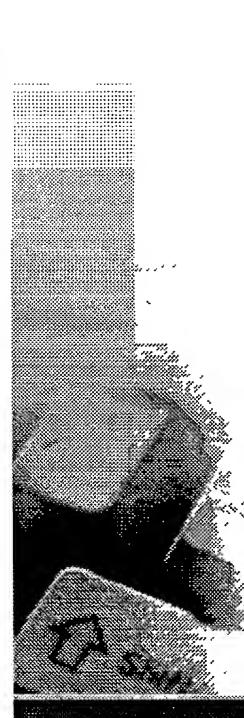
Easy to use
digiMineSM Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize the view of your analytics.

A comprehensive data asset
digiMine builds a robust, scalable and secure data warehouse for you that combines the full range of clickstream, user-registration, product, campaign and transaction data.

Quick to deploy
digiMine offers fast time-to-deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, customers begin to realize the value of digiMineSM Services in as little as 24 hours.

Affordable
Our web-based ASP model allows us to deliver a powerful, high-end service that is both efficient and affordable. Setup costs are minimal and do not require additional IT resources. A monthly fee covers all expenses related to hardware, software, operations and reporting.

1930
Data Sheet
[Download the digiMine Services Data Sheet](#)
(91 KB, Requires [Adobe Acrobat Reader](#))



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Fig. 19G

Unlock the Power of Your Data

Overview

If you're like most businesses, you are generating huge volumes of valuable data - data that can reveal the likes and dislikes of current and potential customers about your products, services and web site. Do you have the infrastructure and tools in place to turn your data into actionable business intelligence?

digIMine, Inc. is setting new standards in the delivery of powerful analytics and personalization for eBusinesses. Our data mining services provide you with intuitive reports to understand customer behavior, marketing campaign effectiveness, sales trends, browse-to-buy conversion, customer segment identification and much more. digIMine's data mining services also deliver predictive applications that give you the ability to personalize web content, cross-sell and up-sell.

digIMine is the only true ASP (application service provider) for sophisticated data warehousing and data mining solutions. We go far beyond today's web-reporting packages by building a comprehensive data warehouse and by applying data mining tools to the full range of click stream, user registration, product catalog, campaign and transaction data. And our ASP model enables us to provide you with an affordable solution that is quick to deploy and easy to use.

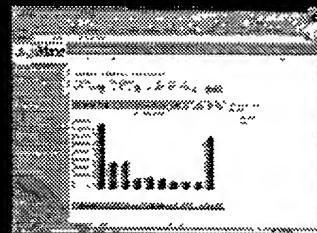
Service Benefits

Powerful data mining tools

Our data mining-powered reports provide you with unparalleled intelligence. We give you the tools you need to enable personalization that precisely targets content and maximizes up-sell and cross-sell opportunities.

Comprehensive data asset

We take your multiple sources of data and build a robust data warehouse for you - a fundamental step in extracting the greatest value from your data. Our scalable data warehousing infrastructure enables us to build customer specific warehouses that are capable of holding data for the most data intensive businesses.



digIMine, Inc.'s reports provide actionable insight into customer behavior.

Take the Quiz: Do you know enough about your customers?

1. How many customers came to your site yesterday?
2. How many were first time visitors?
3. Can you get a list of those new customers and send them a personalized thank you the next day?
4. What are the top 10 most visited product areas on your site?
5. What products should you consider making "loss leaders" to attract new customers?
6. What are your top ten selling products or services? Have they changed in the last month?
7. How many shoppers go through your homepage per session?
8. Which marketing promotions are most effective at driving new customers to your site?
9. Which customers are likely to "churn" and which are loyal shoppers on your site?
10. What is the expected "lifetime value" of your customer?

How many of these questions can you answer today? You're not alone if you can only answer a few. With digIMine, you will be able to answer these questions and more.

Fig 19 I

Affordable

Our web-based ASP model allows us to deliver a powerful, high-end service that is efficient and affordable. Set-up costs are minimal and do not require additional IT resources. Fixed monthly fees cover all expenses related to hardware, software, operations and reporting.

Easy-to-use

digiMine™ Reporting Services are intuitive and organized to deliver relevant insight instantly. Our interactive reports allow you to customize your view of your analytics. And you don't have to be a statistician to understand your data.

Quick to deploy

digiMine offers the fastest time to deployment. In fact, a typical installation allows us to setup and begin daily reporting within a few days. In many cases, our customers have full analytics in less than 24 hours.

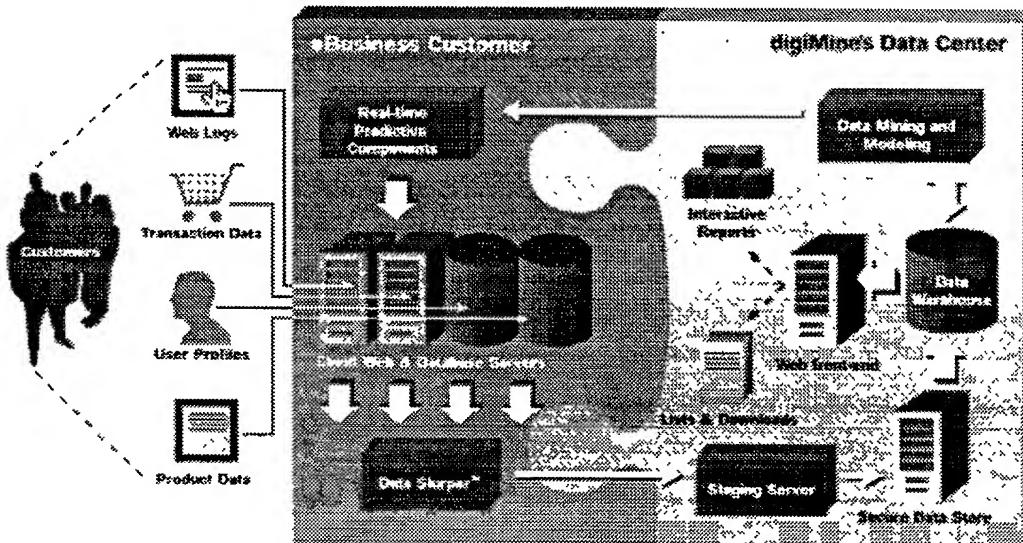
How digiMine Works

digiMine™ Services do not require you to invest in additional IT resources, nor do we require you to deploy data tags. We simply install a digiMine Slurper™ at your data center that encrypts and compresses your data for transmission at pre-determined times. digiMine's Slurper™ is a simple piece of software that has the ability to pull web server logs and gather data from any OLE-DB-compliant database - from Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse.

digiMine then produces detailed and accurate reports that are delivered 24 hours a day, 7 days a week, 365 days a year. You can access your reports through a dedicated https connection using a standard browser. The reports are completely secure and require user authentication. In fact, as an administrator, you have the ability to set various levels of access permission for different business users in your company. Your data is also made available for export.

digiMine provides data mining services for predictive applications. These predictive components give you the ability to personalize web content and cross-sell or up-sell products. Data mining components run in real-time on your web site or in batch applications, such as targeted e-mail.



For more information:

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digiMine, Inc.

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Kirkland, WA 98033

Tel: 425 896 1700
Fax: 425 896 1777

www.digiMine.com



digiMine TM

MAIN | SERVICES | COMPANY | MEDIA CENTER | CUSTOMER

overview service benefits how digimine works

1928

digiMineTM SERVICES

Take the Quiz

With the abundance of sites on the Internet today, it's hard to get customers and keep them. Let's face it, if within 20 seconds your visitors are not presented with the specific content or list of products they're interested in, then there's little chance they'll return again.

How many of these questions can you answer today? You're not alone if you can only answer a few. With digiMine, you will be able to answer all of these questions and more.

- **How many customers came to your site yesterday?**
- **How many were first time visitors?**
- **Can you get a list of those new customers and send them a thank you the next day?**
- **What are most visited products areas on your site?**
- **What products should you consider making "loss leaders" to attract new customers?**
- **What are your top selling products or services? Have they changed in the last month?**
- **How many shoppers go through your home page?**
- **Which marketing promotions are most effective at driving new customers to your site?**
- **Which customers are likely to "churn" and which are loyal shoppers on your site?**
- **What is the expected "life time value" of your customers?**

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Fig. 195

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MAIN

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MEDIA CENTER

CUSTOMER

OVERVIEW

service benefits

take the quiz

digiMine™ SERVICES

How digiMine Works

digiMine Services do not require any additional investment in IT resources, nor do we require you to deploy data tags. We simply install a digiMine Data Slurper™ at your data center that encrypts and compresses your data for transmission at predetermined times. digiMine's Data Slurper™ is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.

Once your data is transferred to digiMine's data center, it is parsed, cleaned and loaded into a secure data warehouse. We can also merge, purge, validate and correct your data.

We then apply data mining to produce insightful analytics. These analytics are generated and delivered to you through interactive reports and downloadable lists that are available 24 hours a day, 365 days a year. You can access your reports through a dedicated and secure connection using a standard browser.

Real-time data mining components (executables called from java or asp) are run independently of the digiMine data center to avoid any impact on site performance. These can be run in real-time on your web site or in batch applications such as targeted email.

digiMine's Data Slurper™ is a simple software application that has the ability to pull web server logs and gather data from any commercial database such as Oracle, SQL, DB2 and others. This process does not compromise your network security or require you to open your firewall. Alternatively, you can also send your data to us through a secure FTP transfer.

[Data Sheet](#)
[Download the digiMine Services Data Sheet](#)

(91 KB, Requires [Adobe Acrobat Reader](#))

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Fig. 19 K

digIMine's mission is to create value for e-businesses by making data warehousing, data mining, and direct marketing easy.

digIMine was born from the experience of our three founders, Nick Besbeas, Usama Fayyad and Bassel Ojeh. All three Microsoft veterans come from different disciplines — direct marketing, data mining, and data warehouse operations.

Through their experiences, they realized that the benefits of data warehousing and data mining delivered as a service, would enable e-businesses to derive the most value from their data for increased competitive advantage.

[management >](#)

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Fig. 19L



MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER

OUR MISSION

CUSTOMERS

CAREERS

CONTACT US

COMPANY

Management

digiMine's executive management team includes the following:

- e-commerce software development, data warehousing, e-commerce and web database marketing.

~ 1941

Usama Fayyad

President & CEO, co-founder

Nick Besbeas

Executive VP Sales and Marketing, co-founder

Bassel Ojeh

COO, co-founder

Martin F. Vowels

Chief Financial Officer

Bob Bolan, Esq.

Vice President of Legal Affairs

~ 1943

Mayfield Fund

Second Avenue Fund

Cedar Grove Investments (Amazon.com, LoudEye, PhotoDisc)

Kellett Investments (InfoSpace.com, MCI WorldCom, eVite.com, CoinStar, meals.com, gear.com, Virtual Bank)

Sam Jadallah (Managing Director, Internet Capital Group; former Microsoft Vice President)

Robert Pollan (Managing Director, Internet Capital Group)

James Voelker (former Nextlink CEO)

Deutsche Bank Technology Fund (internet, financials, and telecom funder)

Silicon Valley Angels (involved in hottest early-stage companies today)

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Fig. 19 M



MAIN

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COMPANY

Management

**Bob Bolan, Esq.**

Vice President of Legal Affairs
Bob@digiMine.com

[« previous bio](#)[management home](#)

Bob Bolan is chief legal counsel and advises the management team and the board of directors on all legal affairs of the company.

From 1994 until joining the company in May of 2000, Bob served as Corporate Attorney at Microsoft Corporation where he practiced in a wide variety of corporate matters including intellectual property, licensing, litigation, acquisitions, strategic alliances and investments. He provided legal services to the Windows Platform Division, the Applications Division, the Microsoft Network, and Microsoft Research Division. Most notably, Bob led the development of the patent portfolio for Microsoft Research in Redmond, Cambridge and China, representing such diverse technologies as speech recognition, natural languages, operating systems, programming languages, cryptography, user interface design, artificial intelligence, graphics, vision, development tools, database and data mining.

From 1988 to 1994, Bob was a Member of Technical Staff at AT&T Bell Laboratories where he developed network features for high-capacity packet switches that formed the signaling infrastructure of the AT&T interexchange carrier network.

Bob received his J.D. from Capital University (1993) and was honored with membership to Order of the Coif. He also earned a Masters in Computer Science from Purdue (1988) and an Honors Bachelor of Arts in Classical Languages from Xavier University (1978). Bob is a member of the Washington State Bar, the Ohio Bar and is registered to practice before the US Patent and Trademark Office. He is a former extern of Judge James Graham of the United States District Court, Southern District of Ohio, and of Judge Alan Norris of the Sixth Circuit Court of Appeals.

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Fig. 19N



MAIN

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OUR MISSION

MANAGEMENT

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CONTACT US

COMPANY

Careers

Welcome to a New Workplace

Welcome to digiMine. We're a young, well-funded company with huge potential. Our founders are industry visionaries with a wealth of marketing, product development and research experience. They have held leadership positions at Microsoft and NASA where they have built and managed dynamic, successful organizations. We also have an equally impressive roster of investors backing us.

At digiMine, you'll have the chance to spread your entrepreneurial wings and soar. Along the way, you'll use your skills and knowledge to help digiMine reach new heights. In return for your hard work, you'll enjoy an industry-leading compensation package that includes stock options. So you can tie your financial success to your achievements at the company.

digiMine is a passionate group of people. We're passionate about creating revolutionary data mining and data warehousing technologies. We're passionate about delivering great customer service. We're passionate about winning. And we're passionate about building a workplace where you'll have many opportunities to contribute to our success and receive generous rewards for your hard work.

Check out our career opportunities and see why one Silicon Valley angel investor called us "the hottest startup ever to come out of Seattle."

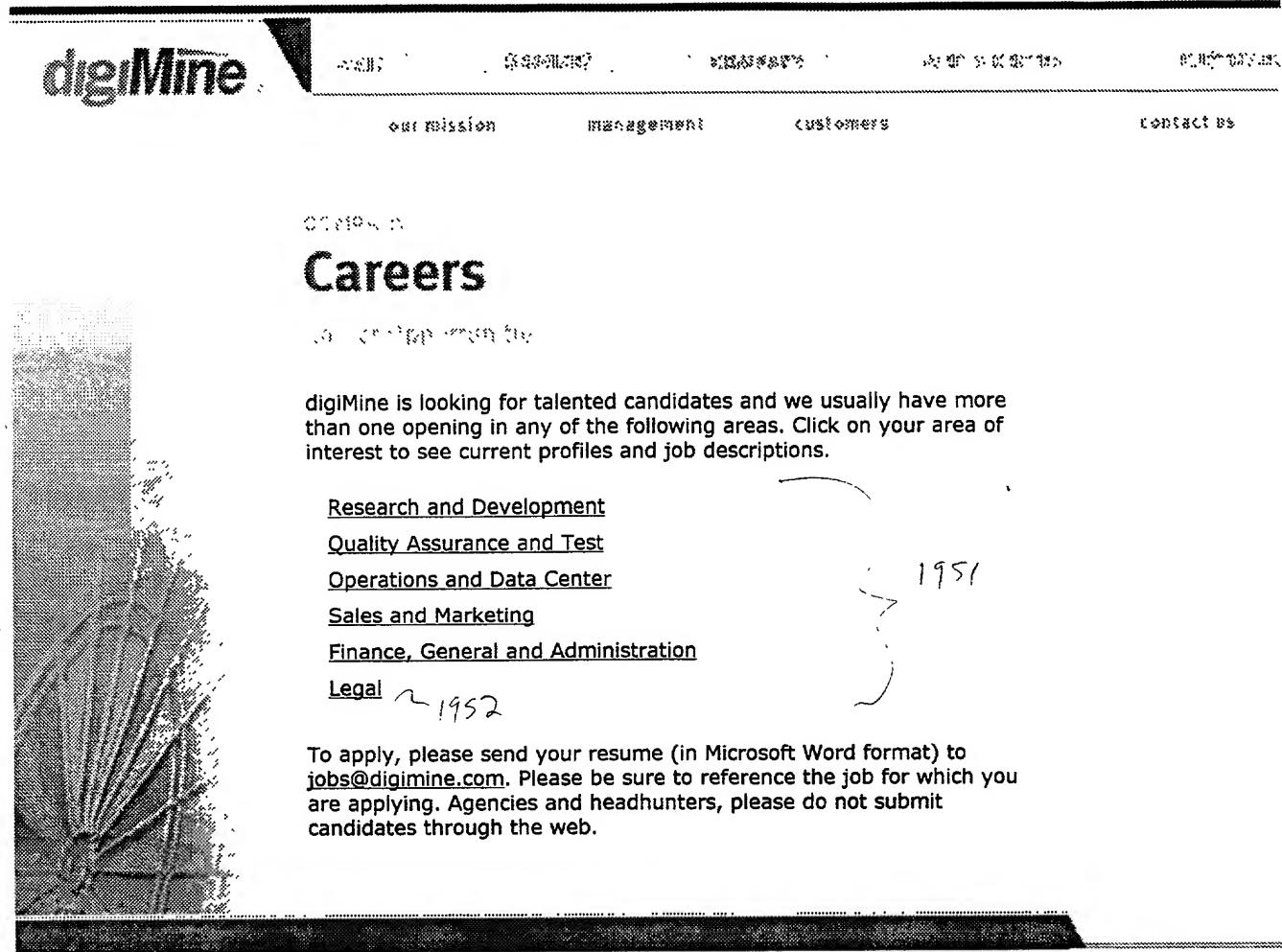
[career opportunities >](#)

1950

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Fig. 190

1920



digiMine

HOME CAREERS NEWSLETTER ABOUT digiMine SUPPORT

OUR MISSION MANAGEMENT CUSTOMERS CONTACT US

JOBS

Careers

JOBS

digiMine is looking for talented candidates and we usually have more than one opening in any of the following areas. Click on your area of interest to see current profiles and job descriptions.

Research and Development

Quality Assurance and Test

Operations and Data Center

Sales and Marketing

Finance, General and Administration

Legal

To apply, please send your resume (in Microsoft Word format) to jobs@digimine.com. Please be sure to reference the job for which you are applying. Agencies and headhunters, please do not submit candidates through the web.

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Fig. 19P

1907



HOME ABOUT CAREERS CUSTOMERS INVESTORS CONTACT US

CAREERS

Careers

[View All Jobs](#)[« job categories](#)

Corporate Attorney - Intellectual Property

Responsibilities

- Principal responsibility for management of all patent procurement and conflict matters
- Review ideas for strategic importance and patent viability.
- Work closely with outside counsel to develop claim scope and prosecution strategy, and supervise them throughout the process.
- Analyze third party patents and determine best resolution, including licensing, product modification and liability studies.
- Counsel development and business clients on patent-related issues.
- Provide support for patent litigation.

Requirements

- Excellent academic credentials.
- 5+ years experience in patents required, including preparing and prosecuting patient applications, opinion work (invalidity/non-infringement), licensing, and/or litigation.
- Significant computer industry experience highly desirable.
- Advanced technical degree a plus

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Fig. 19Q

1920

digiMine MAIN SERVICES COMPANY MEDIA CENTER CUSTOMER

in the news press releases
2 1955 2 1957 2 1959

MEDIA CENTER

digiMine wants to turn data into gold

seattle **PJ** The algorithms and data-mining software created by Usama Fayyad have been used to find volcanoes on Venus and galaxies far, far away. Now the former scientist at NASA's Jet Propulsion Lab is using that same technology to create digiMine... [»](#)

Recent Press Announcements

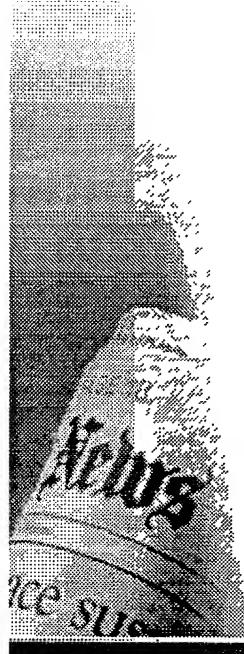
January 17, 2001 - Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to TR10 »

December 18, 2000 - digiMine Teams with EMC to Power Data Warehousing and Data Mining Service »

[more...](#)

the sixth annual WSA **j** **achie**

digiMine Service finalist for Industry Award's **Business**



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Fig. 19 R



MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER

media center home

in the news

MEDIA CENTER

Press Releases

- 1909
• **January 17, 2001** - [Technology Review, MIT's Magazine of Innovation, Names digiMine CEO Usama Fayyad to TR10](#)
- **December 18, 2000** - [digiMine Teams with EMC to Power Data Warehousing and Data Mining Service](#)
- **October 30, 2000** - [digiMine Wins Upside Preview Fall's "Best of Show" Award During Internet World 2000](#) 1954
- **October 26, 2000** - [digiMine Awarded Overall 'Best of Show' at Upside Events' Fourth Annual Preview Fall Media Reception](#)
- **October 3, 2000** - [digiMine Delivers Hosted Data Warehousing and Data Mining Services, Built on Microsoft's .NET Platform](#)
- **September 18, 2000** - [digiMine, Inc. Launches The First Advanced Business Intelligence Service](#)
- **September 11, 2000** - [Mayfield Fund Leads digiMine's \\$20 Million Second Round Funding](#)
- **August 15, 2000** - [digiMine Bolsters Executive Team With Former Microsoft Attorney](#)
- **May 25, 2000** - [digiMine Next Generation eBusiness Intelligence Service Provider Hires Key Executive](#)
- **April 3, 2000** - [digiMine Founded to Offer Next Generation eCommerce Analytics and Personalization Solutions](#)

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Fig. - 19-5 ---



MAIN

SERVICES

COMPANY

MEDIA CENTER

CUSTOMER

Customer Log In

Welcome. Please enter your case-sensitive User ID, Password, and Company.

user name

password

company

1960



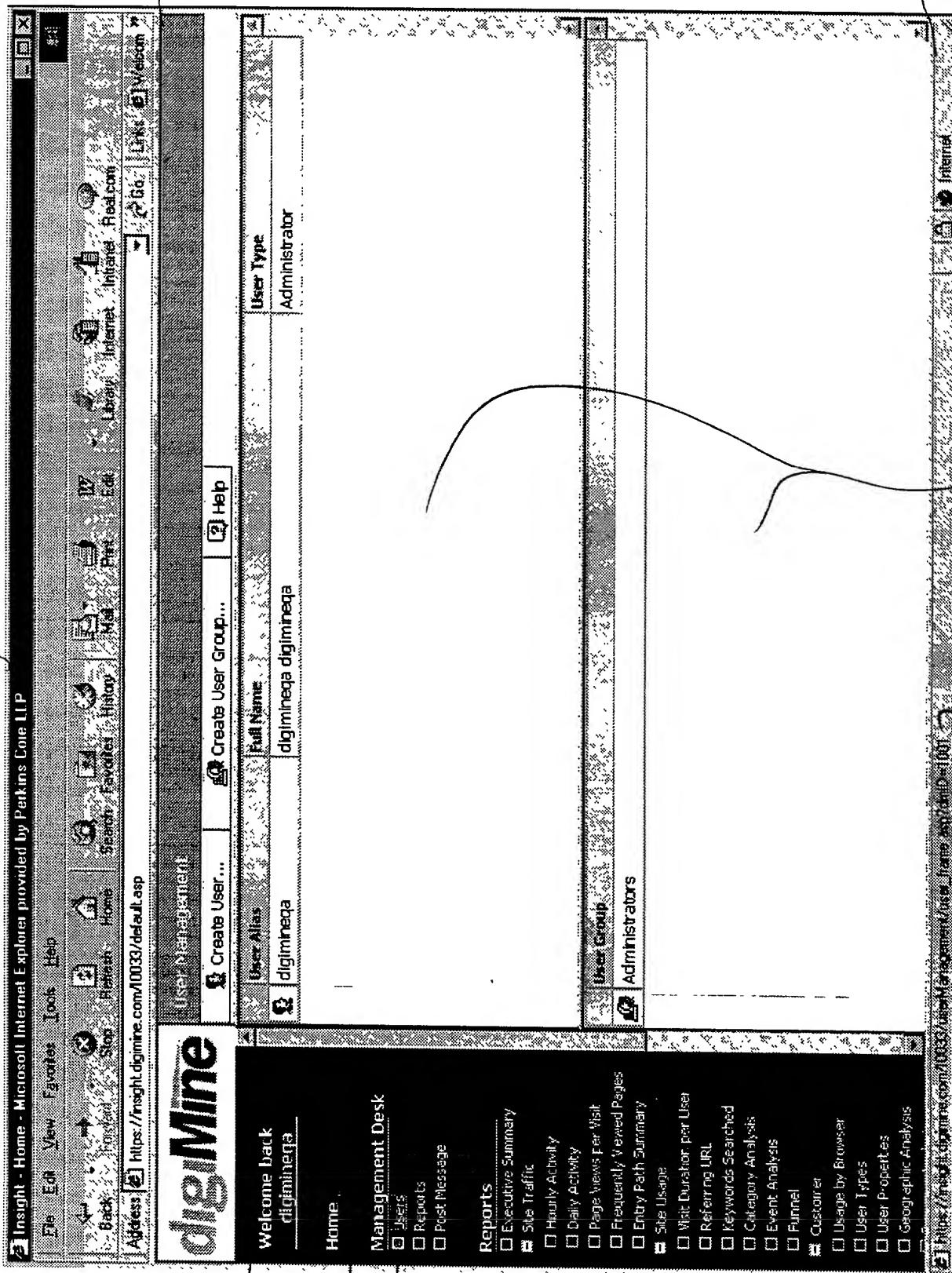
Did you forget your password? Please [contact](#) your account manager.

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Fig. 19T

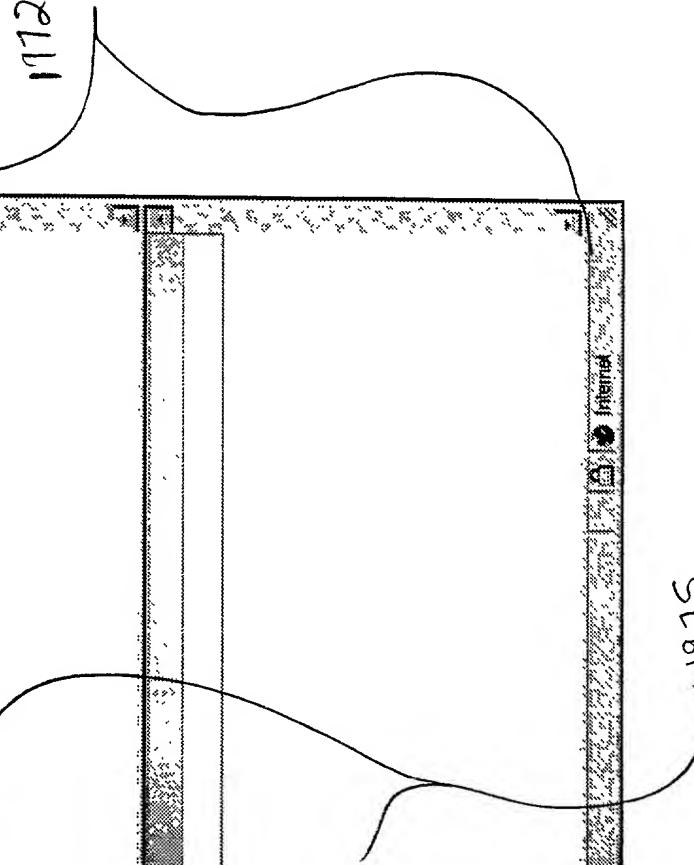
1920

Fig. 1910



1919

1920



1912

1915

Fig. 1920

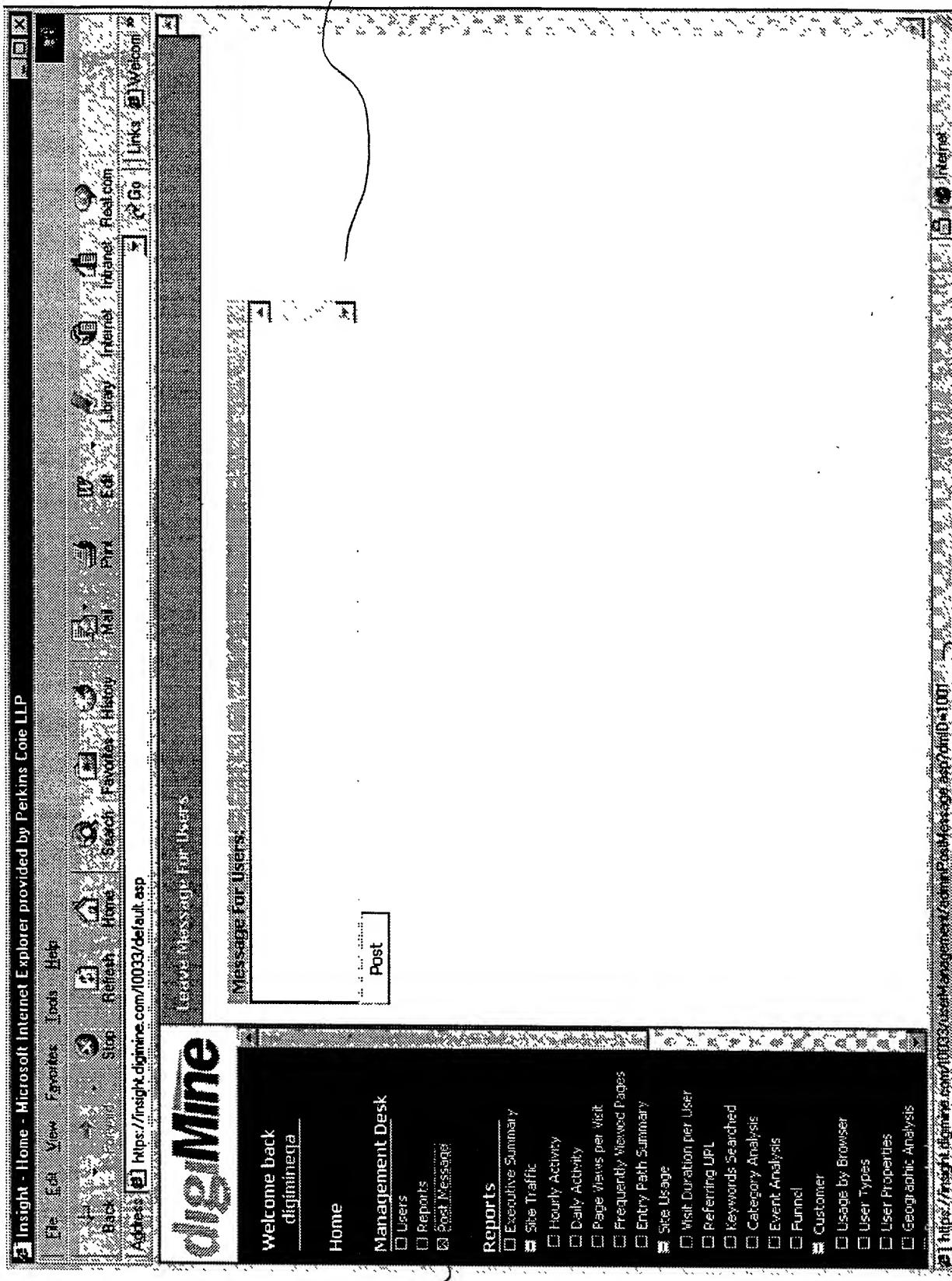


Fig. 19V

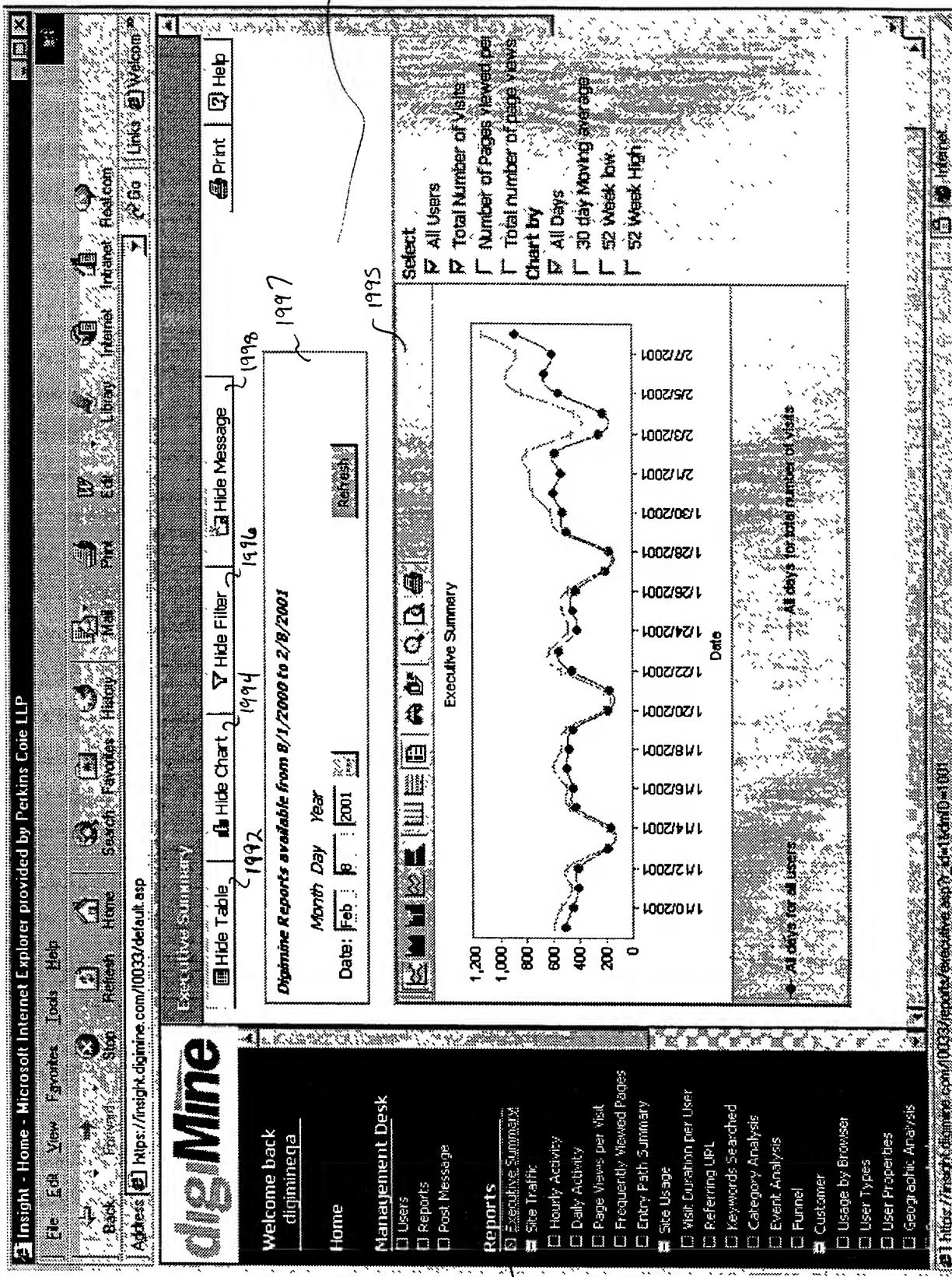


Fig. 19(3)

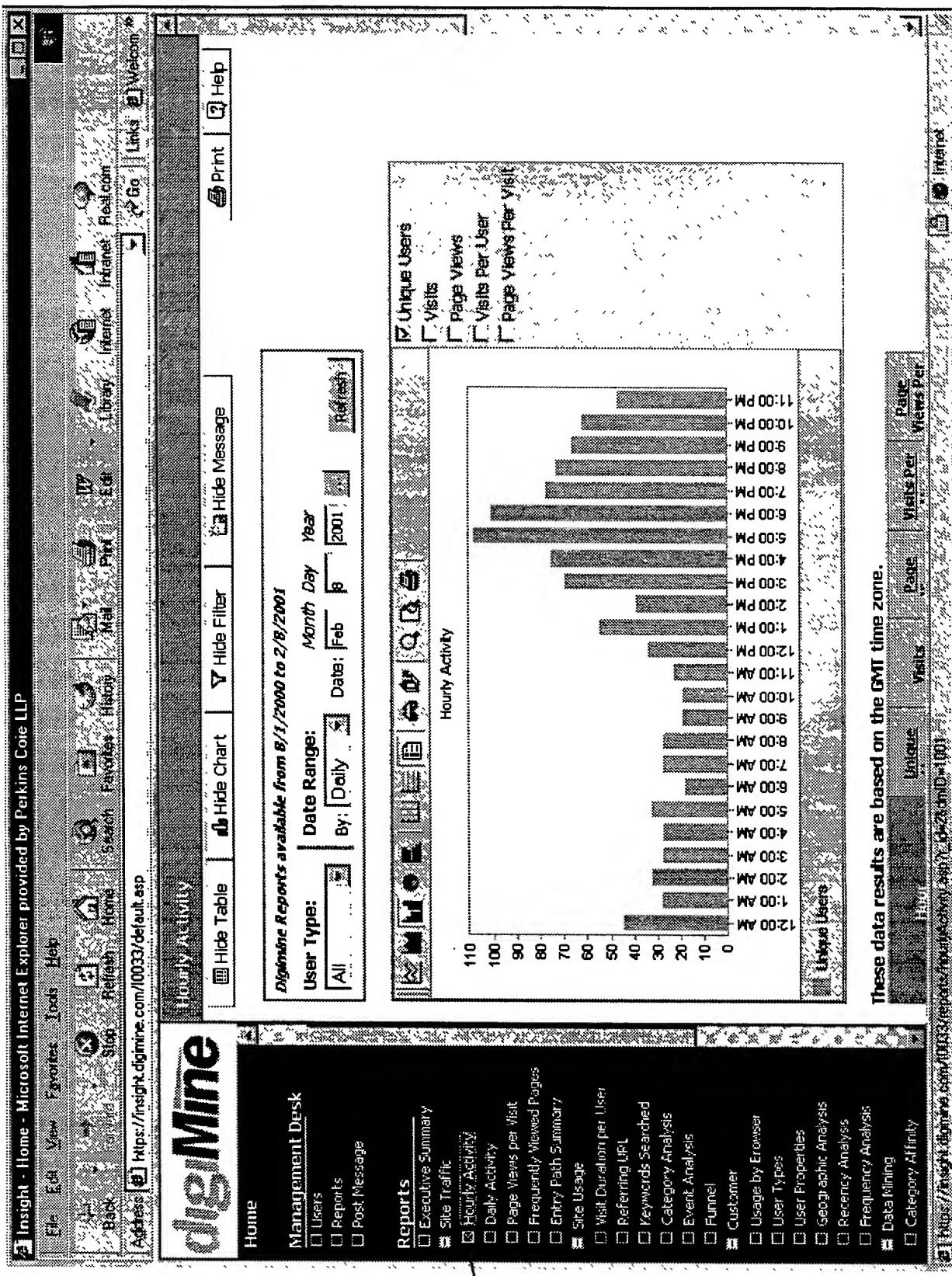
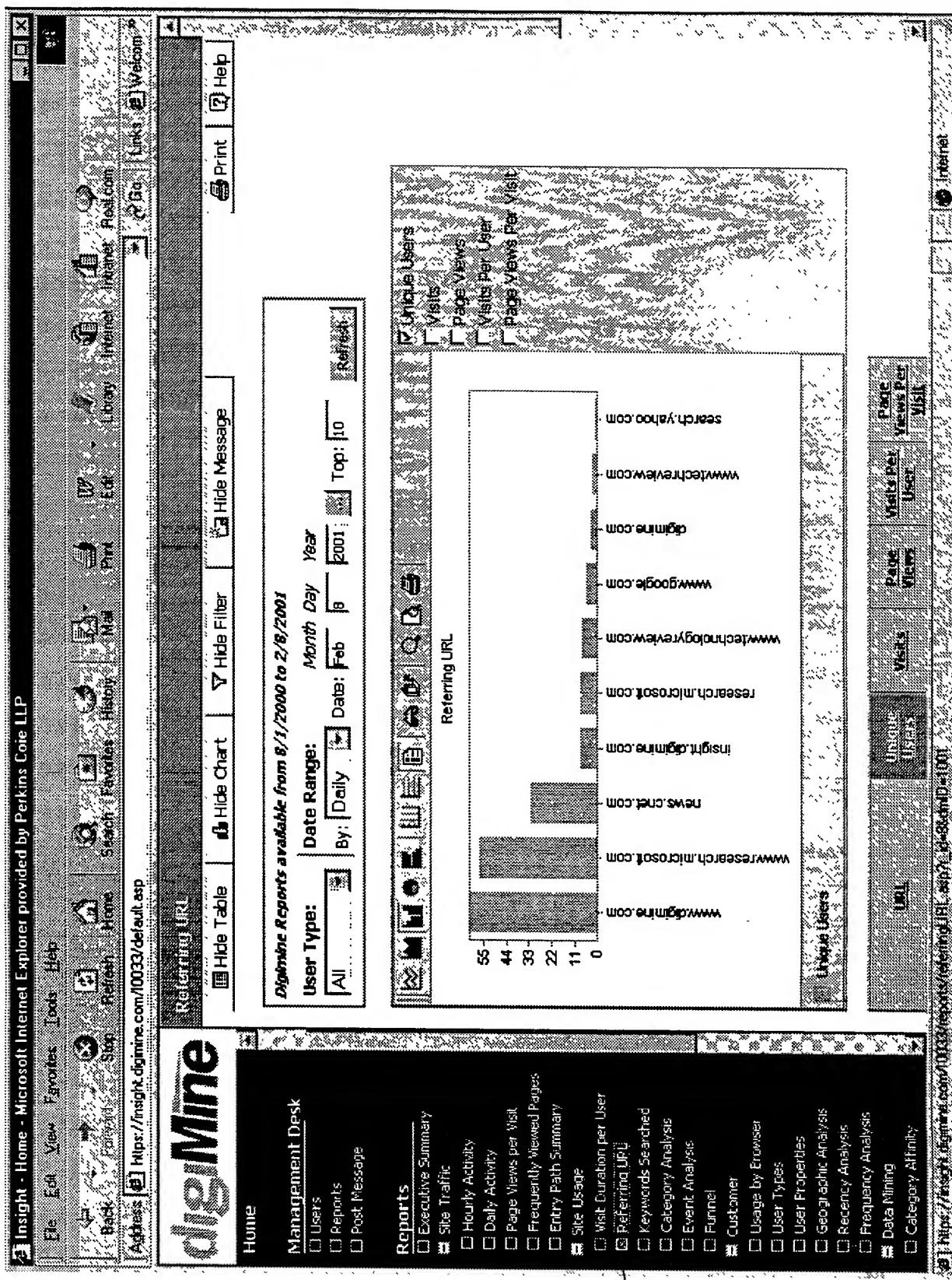


Fig. 19 X



197
Fig

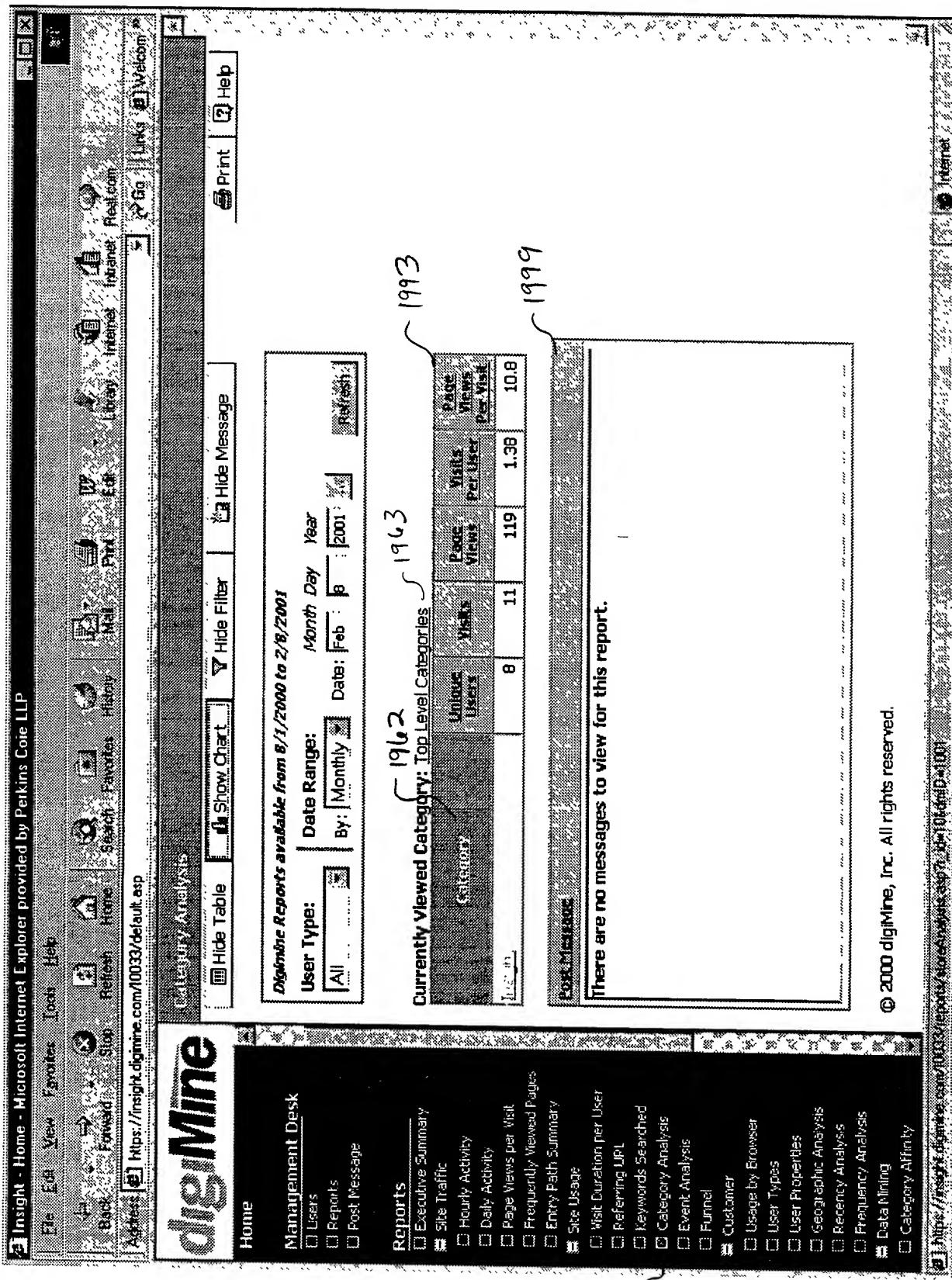


Fig. 192

Example Hierarchical Category Selection

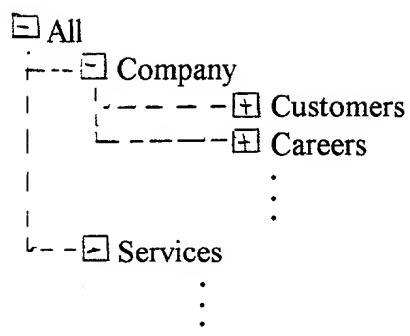


Figure 19AA

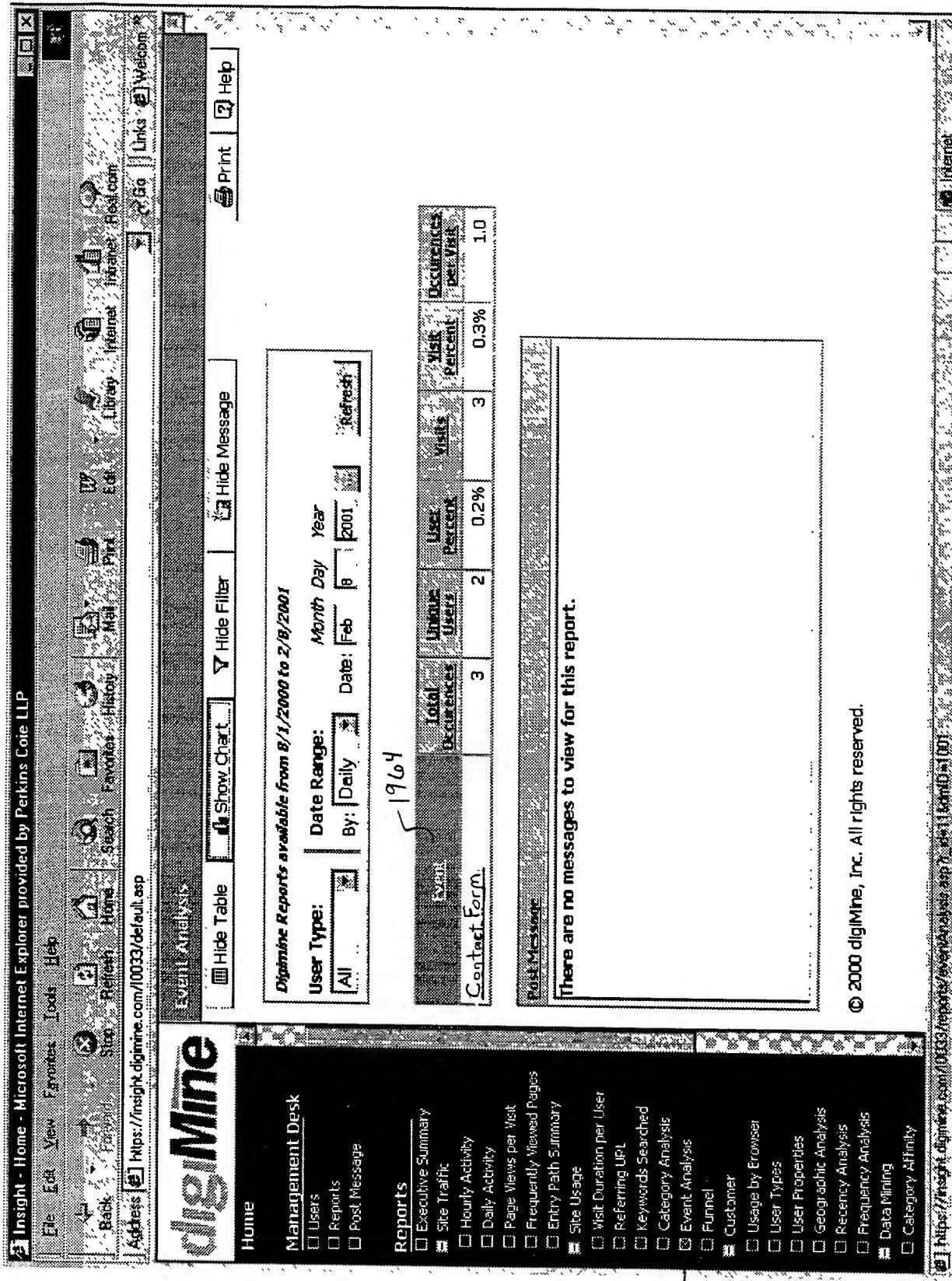


Fig. 19 AB

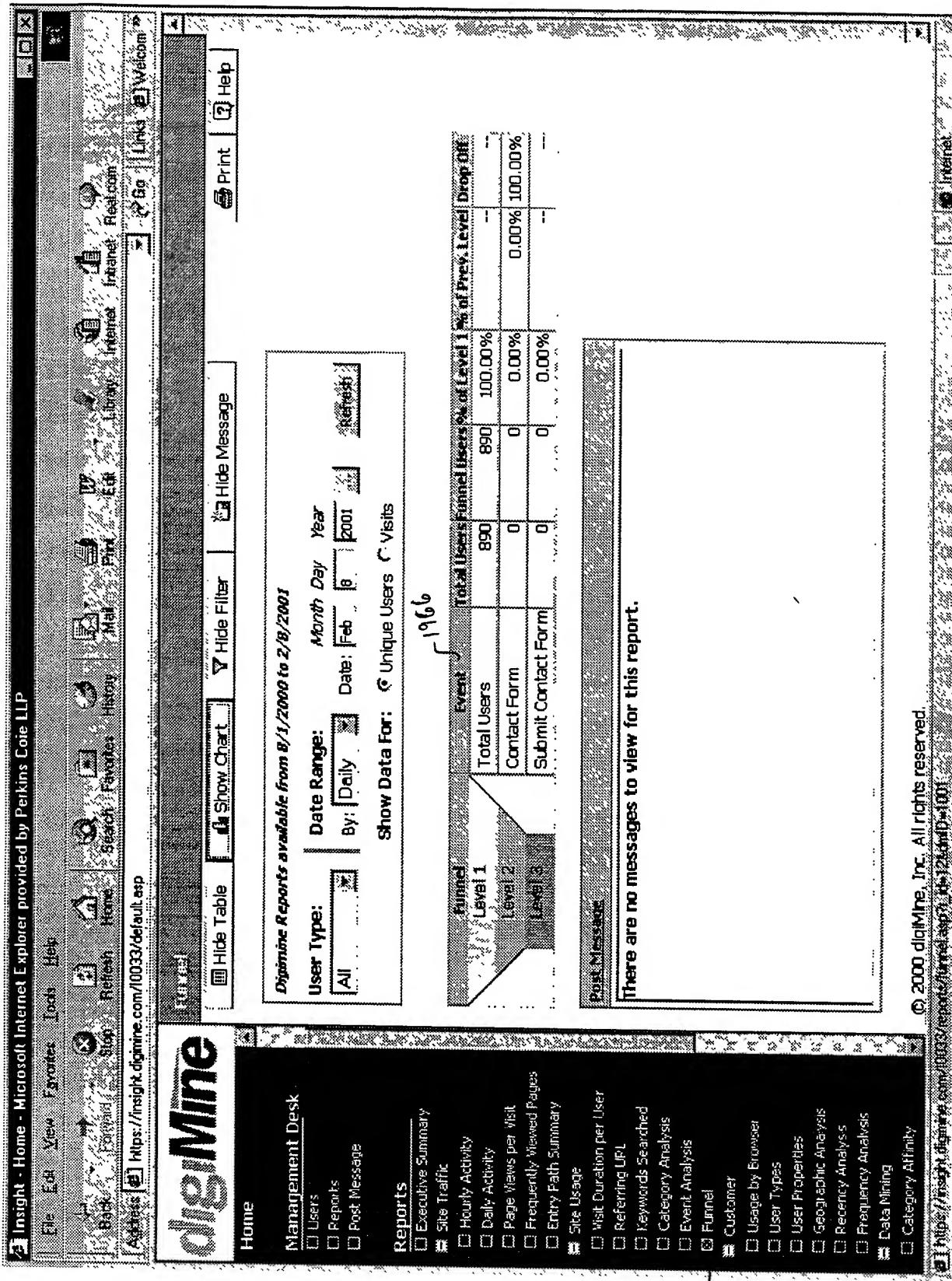


Fig. 19 AC

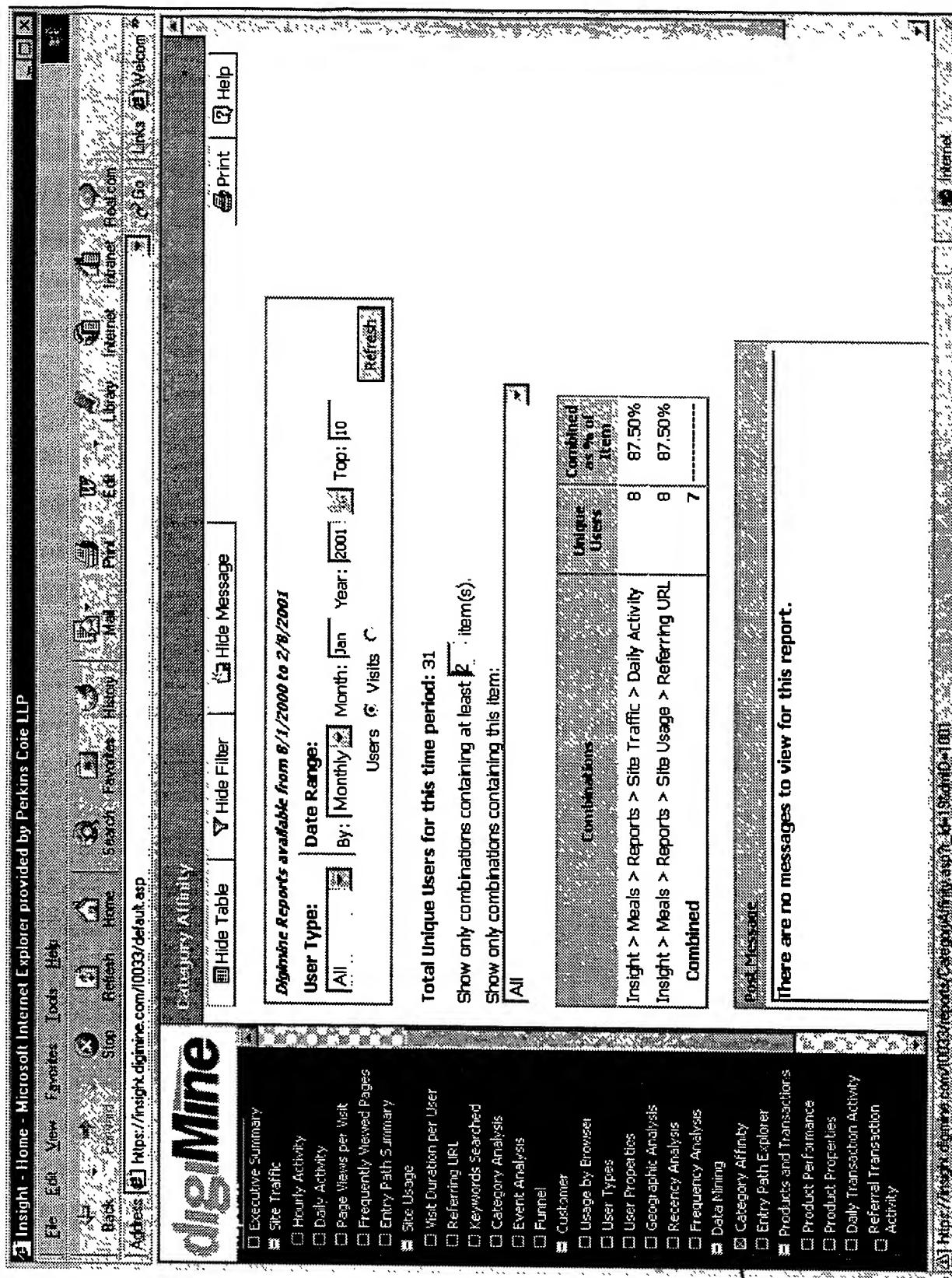


Fig. 19 AD

Fig. 19AE

Insight - Home - Microsoft Internet Explorer provided by Perkins Coie LLP

File Edit View Favorites Tools Help

Address: <https://insight.digimine.com/10033/default.asp>

digimine

Referring URL
 Keywords Searched
 Category Analysis
 Event Analysis
 Funnel
 Customer
 Usage by Browser
 User Types
 User Properties
 Geographic Analysis
 Recency Analysis
 Frequency Analysis
 Data Mining
 Category Affinity
 Entry Path Explorer
 Products and Transactions
 Product Performance
 Product Properties
 Daily Transaction Activity
 Referral Transaction Activity
 Glossary

Known Issues

Customer Care
 Change Password
 Mail Us
 Log Off

1981

Introduction

This page includes a glossary of terms and brief descriptions of each report provided. Click on the appropriate link below for the section you are interested in.

Glossary – Common definitions.
Report Descriptions – Brief description of each report.

Glossary

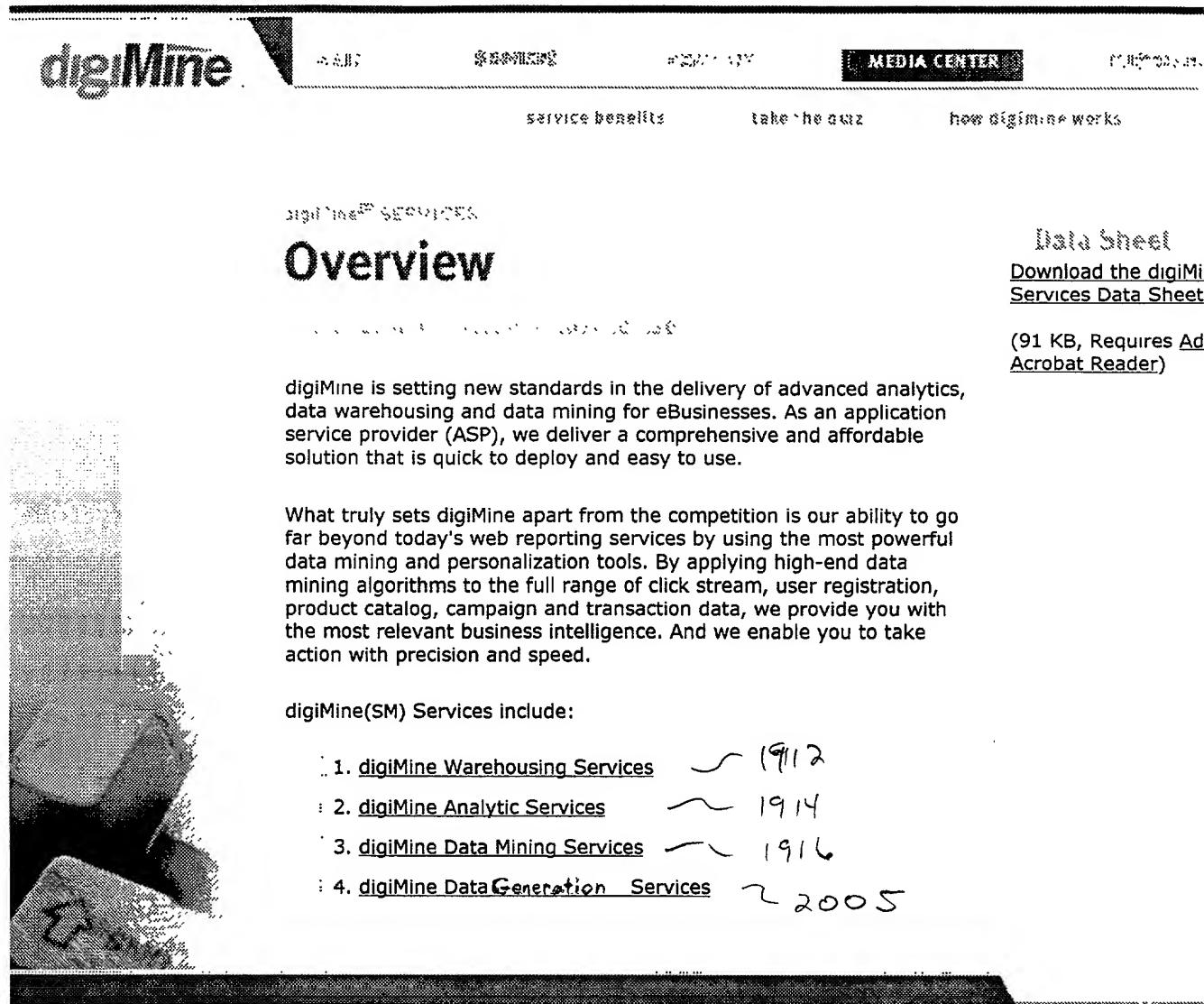
Page
A page is a "web document" delivered by the web server. Typical extensions on these files include (but are not limited to) static pages (.html, .htm) or script-generated content files (.asp).

Page Views
Total number of page requests. Due to the nature of page caching on the web, some page requests will not be recorded, and not included in the counts.

What is page caching?
In order to speed up delivery of page requests web browsers store the most recently viewed pages. If these pages are requested again, this locally stored copy is retrieved for the user rather than requesting it again from the originating web server. For example, use of the "Back" button in most browsers will typically not result in a page view being recorded as the previous content was likely cached locally.

Page View per Visit
The total number of Page Views divided by the total number of visits.

Referring URL
When the user navigates from one page to another, the first page is called the Referring URL.



The image shows a screenshot of the digiMine Services Overview page. The header features the digiMine logo, a navigation menu with links like 'HOME', 'SERVICES', 'CASE STUDIES', 'MEDIA CENTER', and 'CONTACT US', and a search bar. Below the header, there are three main sections: 'service benefits', 'take the quiz', and 'how digimine works'. The main content area is titled 'digiMineSM SERVICES Overview' and includes a sub-section 'digiMineSM SERVICES Overview'. It features a large image of a stack of coins and a bar chart. Text describes digiMine's comprehensive solution for eBusinesses. A sidebar on the right contains a 'Data Sheet' section with a link to the 'digiMine Services Data Sheet' (91 KB, Requires Adobe Acrobat Reader).

digiMineSM SERVICES Overview

digiMine is setting new standards in the delivery of advanced analytics, data warehousing and data mining for eBusinesses. As an application service provider (ASP), we deliver a comprehensive and affordable solution that is quick to deploy and easy to use.

What truly sets digiMine apart from the competition is our ability to go far beyond today's web reporting services by using the most powerful data mining and personalization tools. By applying high-end data mining algorithms to the full range of click stream, user registration, product catalog, campaign and transaction data, we provide you with the most relevant business intelligence. And we enable you to take action with precision and speed.

digiMineSM Services include:

- 1. digiMine Warehousing Services ~ 1992
- 2. digiMine Analytic Services ~ 1994
- 3. digiMine Data Mining Services ~ 1996
- 4. digiMine Data Generation Services ~ 2005

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Fig. 20

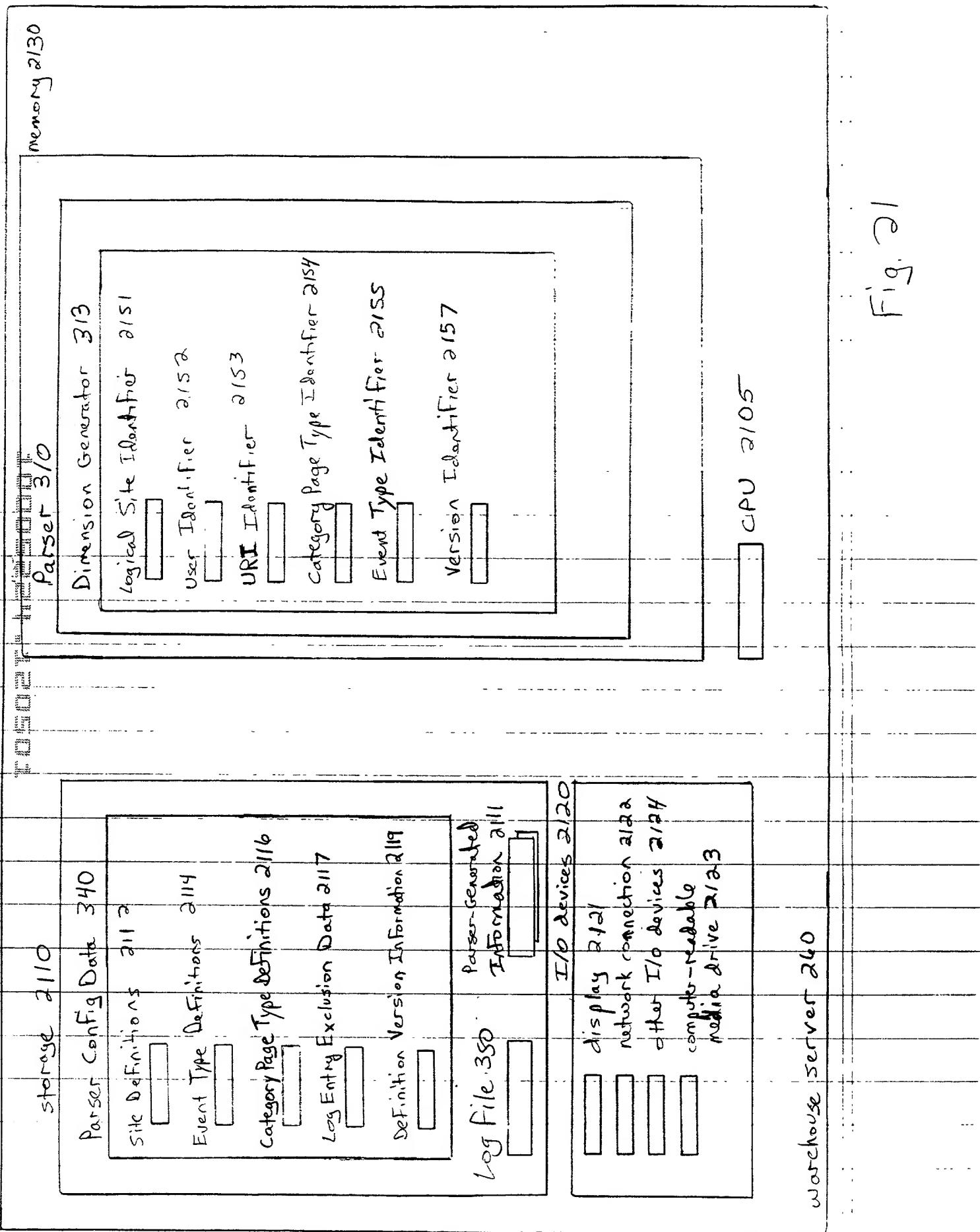


Fig. 21

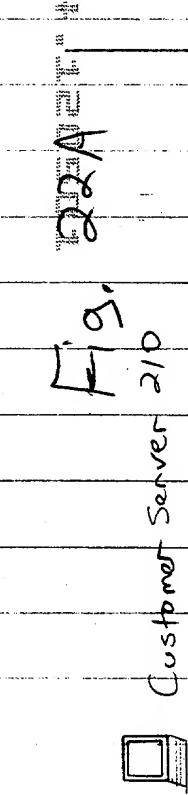


Fig. 22A

Fig. 22B

Content Set A Category Hierarchy Table 2250

Category	ID	Category Parent
Services	1	—
Company	2	—
Media Center	3	—
Analysis	4	—
Service Benefits	5	—
Take the Quiz	6	—

Fig. 22B

Content Set A Content Category Table 2260

Content	Category Page Type Definition ID	Content Type ID
overviewA.htm	—	—
overviewA.htm	1	—
servicebenefits.htm	2	—

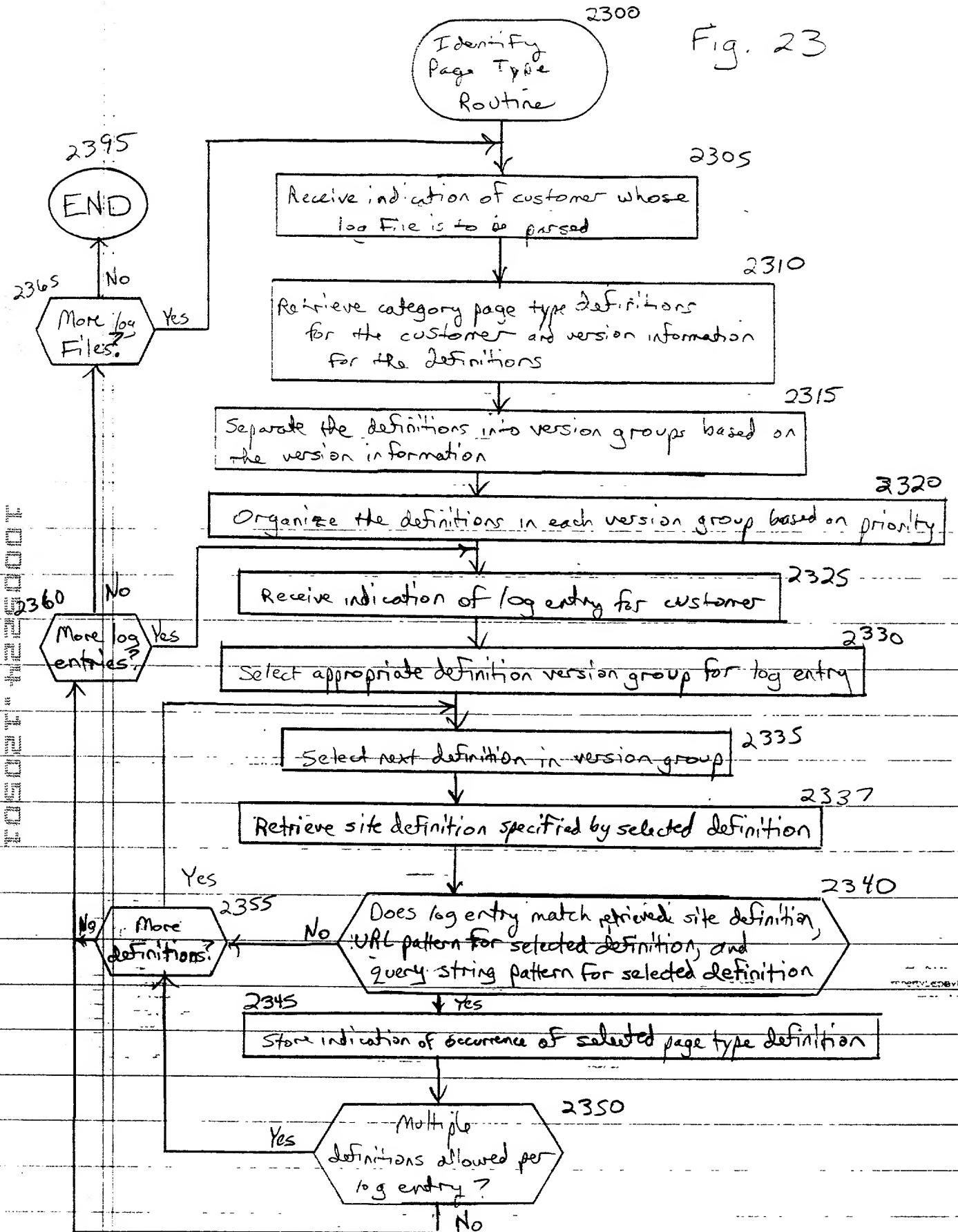
Content set B / 2240

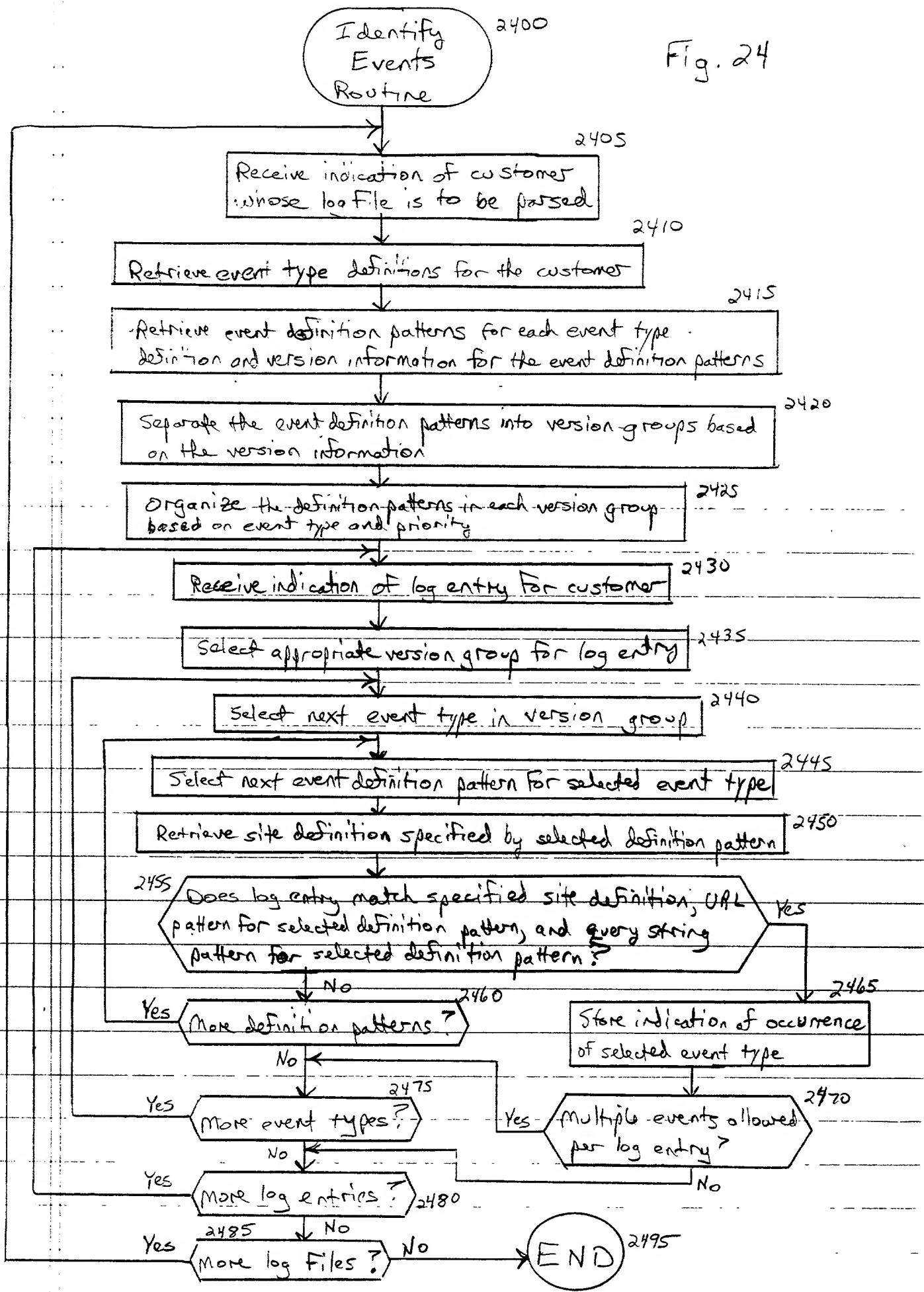
Content Set A Content Category Table 2260

Content	Category Page Type Definition ID	Content Type ID
overviewA.htm	—	—
servicebenefits.htm	1	—
rd.htm	30	30

Customer data storage 240

Fig. 23





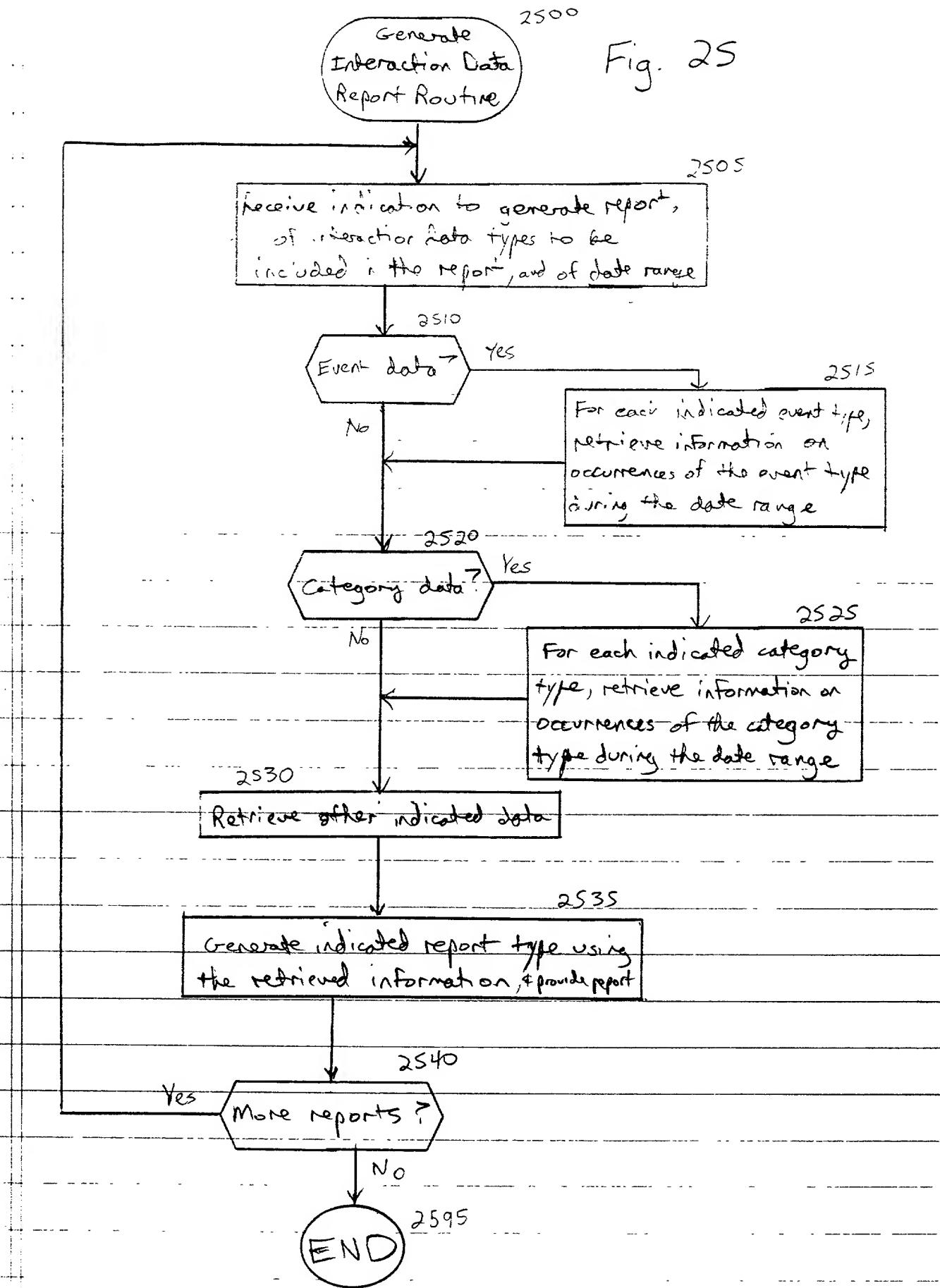


Fig. 25

Fig. 26

Flowchart Legend

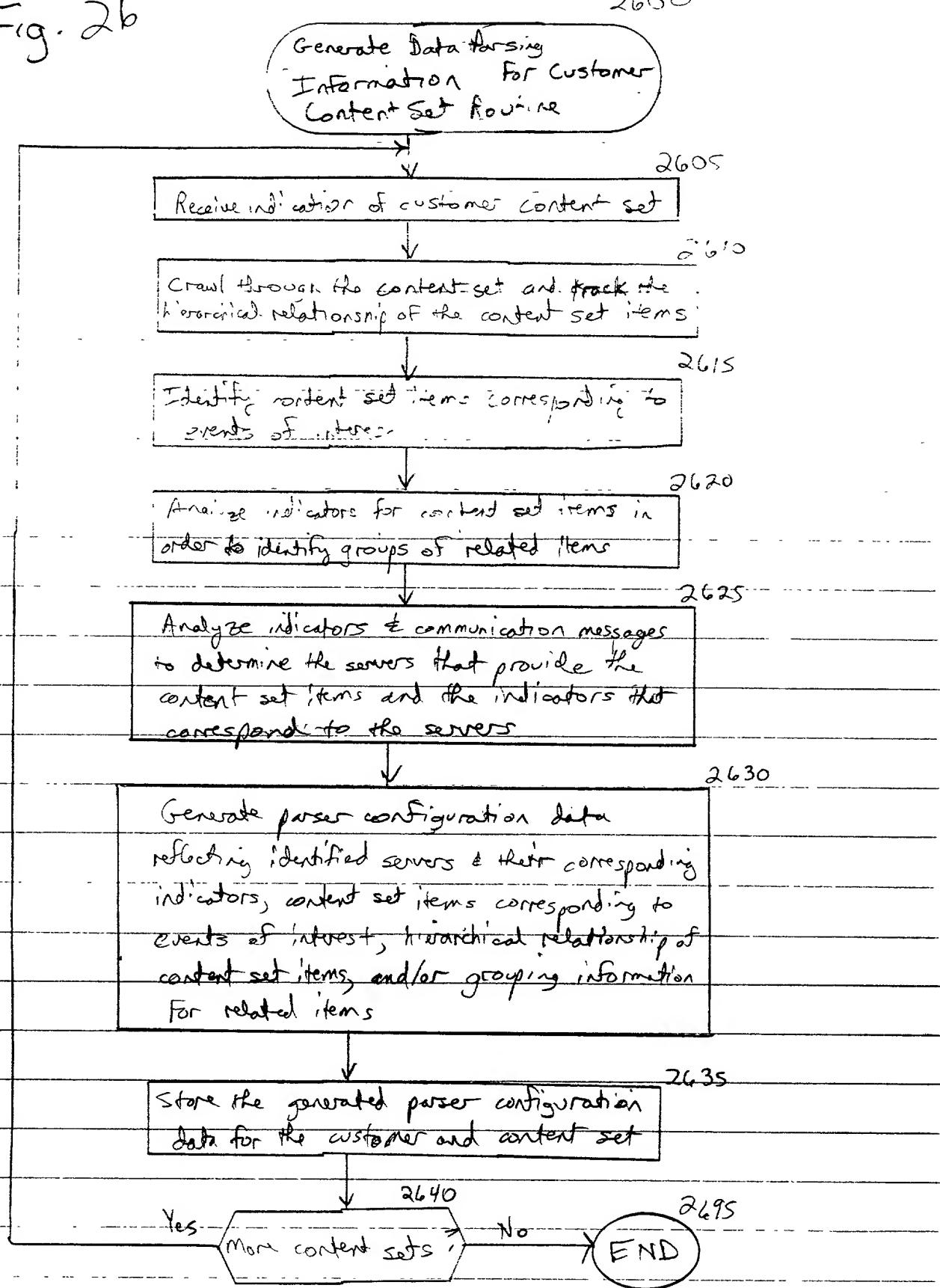


Fig. 27 A

2705

SiteQueryStrings *	
SiteID	
SiteQueryStringID	
QueryStringName	
QueryStringColumnName	
QueryStringColumnType	
QueryStringcolumnsize	
FieldAddedtoTable	

2710

Site *	
SiteID	
CookieIdentifiers	
IsAdjustTimeStamps	
IsExcludeSpiders	
IsUseCookiesForInfer	
IsUseUsernameForInfer	
SiteName	
TimeZone	
VisitTimeout	
WeekStartDay	
LogFileExtensions	
TimeZonename	

A

2755

Hierarchy	
HierarchyID	
HierarchyName	
HierarchyDepth	
MemberNameSeparator	

2750

HierarchyMember *	
HierarchyID	
CategoryDepth	
MemberKey	
ParentMemberKey	
SiteURLID	
PageType	
PageKey	
MemberName	
MemberFullName	
PageID	
CategoryName	
MemberID	

B

2780

Page	
PageID	
PageKeyTemplateID	
PageType	
PageKey	
PageTitle	
Hashkey	

2775

PageKeyTemplate	
PageKeyTemplateID	
BaseUrl	
SiteURLID	
QueryStringPattern	
PageType	
PagekeyDefinition	
Priority	

2770

EventDefinitionColumns	
EventDefinitionID	
EventDefinedColumnName	
EventDefinitionColumnType	
EventDefinitionColumnSize	
MappingQueryStringColor	
ReDimension	

2765

EventDefinition *	
EventDefinitionID	
EventName	
AddRequestID	
AddVisitID	
AddPageID	
AddReferrerID	

C

2790

PartitionCriteria	
FactTable	
PartitionCriteria	
FactTableCurrentID	

2785

ConfigConstants	
columnName	
columnvalue	

2795

meta_Bunnel	
FunnelName	
FunnelTitle	
FunnelDescription	
NumberOfElements	
FunnelFactTableName	
FunnelFactViewName	
EventList	

meta_FunnelElement	
FunnelName	
FunnelElementOrder	
FunnelElementCaption	
EventName	

